

# THE AUTHOR & JOURNALIST

JUNE, 1940

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## THE AUTHOR & JOURNALIST

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### THE PUBLISHERS' SLANT

The mails we like best are those that bring us the most letters from subscribers seeking information and counsel. We of the A. & J. know that the help we give a reader may be worth many times the price of a year's subscription; that it will be appreciated; and that good-will created will spread far. The requests we get for information are an index of our standing with readers. We can't have too many of them, or be too conscientious in our response.

We ask only that you accompany your inquiry with a stamped, addressed envelope, and that you remember that Q-and-A. service is not intended to take the place of our Criticism Department or Sales Agency. If we please, will you tell your writer-friends?

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THE AUTHOR & JOURNALIST staff, back in the '20's, launched the writers' conference movement in Colorado—a summer meet at Indian Hills, near Denver, which was succeeded by the University of Colorado Conference at Boulder. In years since, we have been around conferences much, noted with great satisfaction the steady increase in effectiveness. The cost of one to three weeks at one of these events is remarkably low; possible benefits for the writer of talent can hardly be measured.

Conferences for writers are scheduled for this summer in Colorado, Michigan, Vermont, and several other states. Oldest in years, and largest in attendance, are the University of Colorado Conference, Boulder (July 22-August 9) and Bread Loaf, near Middlebury, Vermont (August 14-28). The Boulder staff will include Edward Davison, Ralph Hodgson, Frederick Lewis Allen, Margaret Widdemer, Robert Penn Warren, Louise Seeman, Albert Maltz, and Harry Hansen.

This year, for the second time, a conference will be held in the beautiful North St. Vrain, near Estes Park, Colorado. A. R. Wormington is director, and the staff includes an able group of authorities on literary craftsmanship in the various fields.

Lois Borland, chairman, Division of Language and Literature, Western State College of Colorado, tells us of attractive plans for the conference held annually at Gunnison on the Western Slope.

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Breaking into print experiences, told by A. & J. readers, will be a spirited feature of the July issue.

J. T. B. and M. A. B.

# THE AUTHOR

# & JOURNALIST

*June, 1940*

## I LURE STORIES FROM THE SUBCONSCIOUS

... By RICHARD TOOKER

For twenty years a successful professional writer (novels, short stories, articles), Mr. Tooker has developed a technique of the subconscious mind. He lives in Phoenix, Arizona.



Richard Tooker

IT WAS nearly ten years ago when I discovered how the subconscious could be tricked by the deliberate machinations of its devilish little brother, the conscious mind. I had gone to an Indian operetta, staged by students of the

Sioux reservation school. I was so impressed by the "vanishing Americans" that on the way home from the theatre, a theme occurred to me. I saw the red man as being inexorably "driven" to his doom.

I hadn't a single idea for making a story of it, but I wrote the one word "driven" in all my notebooks and everywhere else that would keep it before my eyes daily, even when I wasn't thinking of it consciously. Months later the idea gestated, and with a resurgence of inspiration so powerful I could not resist, I wrote a book that has been called "a triumph of the human imagination." I called the book "Driven" during work; later changed it to "The Day of the Brown Horde." Incidentally, the modern American Indian was not the subject of the story.

The above is, I believe, the simplest and most fundamental method of luring the subconscious

into creating something which we cannot consciously perform. I still write down striking phrases, titles, single words to keep the subconscious on the job while the conscious mind is busy with other things. If we are forever looking at a word that once has inspired us, almost inevitably the subconscious will eventually make something of it. Remember Hawthorne's "Great Stone Face"?

Almost everyone is familiar with the potency of suggestion before going to sleep. But few know how to use this method because it entails absolute passive subjugation of the conscious mind. You cannot hope to solve a problem during sleep if you try to force it on the subconscious by aggressive use of the conscious will. The subconscious tends to resist to just the extent that the conscious tries to force it. The theory of using the subconscious is something like jiu-jitsu; we lead the opponent on to do his worst and use our opponent's own strength to best him.

The trick of luring the subconscious to solve a problem during sleep lies wholly in the ability to be thinking passively and serenely of that problem at the exact moment we pass from wakefulness to sleep. Unless one is specially gifted with self-hypnotic ability, it requires training to do this. If you can concentrate on your plot problem or style problem without emotion at the moment of falling asleep, the chances are you will awaken with the plot problem solved, or with a jelled flow of story waiting to conquer a revision.

An emergency method which has served me

a number of times, but always at painful cost, may be worth passing along to the fraternity, whether other individuals can use it or not.

Although I never use this emergency method unless I am in the doldrums of a terrific creative slump, when it seems I can never write another line, and the bill collectors are beginning to loom on the horizon of a cloudy future, there is nothing complicated about it. First, something near to absolute quiet is necessary. Take to bed—alone—at the usual hour, with pad of paper and pencil, and a box or carrom board on your bent-up knees to write on. Lie there utterly relaxed on stacked pillows. Let the pencil start to trail languidly across the paper. You aren't actually thinking of anything, but subconscious knows you are in desperate straits, and if you persist in this serene submission, subconscious will take over almost like the brownie that swept the floors at night in the fairy story. You keep scrawling until you reach a sequence, and then languidly keep on the trail, never forcing, certainly not leaping up and rushing to the typewriter. Consciously, you "don't give a hang", but subconsciously you know you must.

When the sequence is written out and the scrawled sheets are on the floor, snap out the light and go to sleep. You'll sleep better than ever in the aftermath of that subconscious miracle, and the next day you'll find to your amazement that only a few changes are necessary on the typewriter.

The last time I used this method I sold the sketch to the first magazine I sent it to for five cents a word. This emergency method is allied closely with "presence of mind," the sixth sense that makes one do the right thing in a tight place without thinking. Logically, we have thought of doing the right thing somewhere in the past, and in our need, subconscious brings up the reserves to close the breach.

My first published story was written during convalescence from the worst illness I ever had, Spanish influenza that relapsed to double pneumonia. I nearly died. I was just a shell of my physical self when I tottered to my feet out of bed. I had never, that I can recall, consciously thought of writing. But I had read a great deal and admired the work of writers. With my body so weak that it was almost nonexistent, my mind seemed unusually alive, and almost without effort, I sat down and wrote a

novelette that I called "Mars Mysterious," which later sold to *Weird Tales* under the title "Planet Paradise."

I am satisfied that this was stark evidence of the power of the subconscious mind. It was years before I could do as well in novelette length again. This explains why invalids, cripples, physically sickly persons, are often brilliant intellectually and productive of mental work. All physical sentience seems to interfere to some extent with the operation of the subconscious mind. The athlete must conquer the clamoring of his physical vitality if he is to accomplish anything important in the world of emotional art.

One requires only fairly good health to write. Huge muscles, demanding strenuous use, are more of a handicap than a source of power. The softer we grow muscularly, the keener is our mental sentience. The he-men writers, fresh from the action fields, usually employ skilled, soft secretaries to furnish the finishing touches.

Forgetting a word when it is needed, and when there is no clue to guide us in a dictionary or thesaurus, is another problem that subconscious can solve if we know how. Never forcibly and violently will yourself to recall the word. Relax and suggest quietly that subconscious call up that word from the grave of forgotten impressions. If it doesn't work at the moment, leave a blank and go on with your writing. It may be hours later, but if we have completely impressed the subconscious with the need for that word, the word will pop right up in the most unexpected situation, probably when we are talking to some one, or reading an unrelated passage. I once forgot "casuistry" in a sentence that absolutely had to have the word. Every conscious method of tracing the word failed me; there is almost no synonym for the word that is directly relative. Two weeks later, while jumping out of the way of a car on an intersection, I startledly spoke the word, and did not recall at the moment what I wanted it for.

Anything that has ever been in your mind, lies filed away in the subconscious.

Moreover, things that we have inherited in the evolution of man from an ape-like creature, and even a reptilian type, are items in the fund of knowledge possessed by the subconscious. All writers, with highly trained and sensitive imaginations, will understand what I mean when I refer to moments when I "re-



member" scenes that are not of my world or this present world at all. The sighing of the wind, the drip of rain from trees after a storm, may bring these never-consciously-seen pictures to mind. I believe this is race memory, evolution memory, stored away in the subconscious. Some will say it is a consciousness of God . . . . Whatever it is, I wish that when it comes, I might catch and hold it forever. And from these depths we find the greatest things we will ever write.

Subconscious technique is nothing more nor less than highly developed mental discipline. It is most potent in quiet, orderly people, those who are cool in tight places, who take and

give hard blows with utmost fortitude. The wild, ranting personality is the very worst in adaptation to the use of this magic wand of creation in any field of art or science or invention. Criminals are blind to this force. The greatest writers "go into the silence" when at work, and so powerful an ally is the subconscious that weak physiques can perform prodigies of mental labor. It is what is known in frail people as "nervous energy." The writer who learns to use this force is already successful, for he is in the relentless grip of an impressed subconscious that will drive him to succeed even when his conscious will revolts and cries "enough!"

## WRITING FOR MODERN YOUTH

... By DENNIS H. STOVALL

Many A. & J. readers were Stovall fans as boys. How Mr. Stovall adjusts his writing methods to changing times, he tells in this helpful article. His home is in South Pasadena, California.



Dennis H. Stovall

AS I start the plotting of my 4000-th short-story for juveniles, I find myself employing a technique quite similar to, yet in a mechanical way vastly different from, that I used in writing my first published tales of 35 years ago. On the wall

of my work-den hang the framed clippings of two stories of mine that found editorial acceptance back in 1905. They truly are antiques. One appeared in *Boys' World*; the other was clipped from a 1905 number of *The American Boy*.

The *Boys' World* tale, 1800 words, bears the title "A Job on The Cannon Ball," and was built around an illustration sent to me by the editor, showing a country boy sitting on the top rail of an old worm-fence, gazing longingly at the "Cannon Ball," crack limited passenger train, which had stopped at the water tank, presumably dreaming of himself as an

engineer or a conductor. I developed a story on this idea—made the boy a "train hero," as was frequently done in those Horatio Alger days. It won acceptance.

The theme note of the *American Boy* yarn, "The Venison Poachers," concerned the determined action and bravery of a game warden's son in checking the operations of a gang of deer poachers in the Oregon mountains. That, too, became a much-used plot at a time when the wanton slaughtering of deer was an offense of good sportsmanship, as well as a violation of law.

Neither of those yarns would get to first base now. But they contain story germs which, if properly propagated and streamlined, would prove acceptable. You can't write and sell over 4000 stories for boys and young people without using the same, or similar, "germ idea" a number of times. Yet that doesn't mean you plagiarize yourself. The situation, the human emotions, the reaction of the characters, and the central or underlying theme itself may remain unchanged, but the mechanics, or the build-up of the story, are as different as were the customs and manners of 1905 from those of 1940.

"Juvenile" stories no longer exist, except in the pages of publications intended for youngsters of nine to twelve. Your modern boy or girl reader is a hypercritic who demands fiction as virile, as mature, as elaborate and carefully constructed, as stories for adults; even more painstakingly plotted and technically built. If you are not certain of your locale, your characters, your "story stuff," you better lay off writing a yarn for modern youth.

For example, I have just finished and sold a five-part serial to *Boy Life* which was built around an idea I have used perhaps a hundred times. Basically, it is the story of a "sheep drive."

The "plot germ" was uncovered while digging into a collection of rare old books, journals and letters of the early west at Huntington Library, San Marino. It was the diary of one of the two dauntless young fellows who drove the first band of sheep—2,000 head—all the way across the plains from Illinois to southern California in 1852. This provided authentic "fact stuff," but nothing more. It was excellent narrative material. Twenty-five years ago I could easily have made a ten-chapter, "straight-line" adventure story for any of the boys' magazines. Now, I must devise a "streamlined" tale, with punch, character conflict, dramatic action and thrill; woven into a close-knitted plot.

So, instead of "The Great Sheep Drive," I named it "Muttons Going West." And they had to get there in five, 2,000-word installments. Instead of starting the story at Keokuk, Illinois, I raised the curtain on the high bluffs of the Wasatch Range, southwestern Utah, where the hero is discovered astride his mount, curiously watching a long line of sheep file through a narrow gap in the red hills. There are but two drivers, he observes, and half a dozen dogs. A lone wagon, drawn by a mule team, follows. Plot interest is built into the opening paragraph by introducing the hero as the son of a scout, on his way to Taos, who shifts his gaze from the slow-moving sheep line to the three distant smoke puffs rising above the vermillion ridges. Paiute signal! This unprotected mutton drive is in danger of Indian attack. Yet it is no concern of his—till he hears a girl singing, and catches sight of a poke-bonnet at the open flap of the covered wagon.

As he swings his mount round, to ride down to the open vale where the sheep are being

halted for the night's camp, he finds himself looking into the narrowed eyes and snarling face of another young rider in dusty jeans, cow-hide boots and battered hat.

"You better move on—an' quit eyein' them sheep!" the rider advises. "I took you for an Injun—when I caught you watchin' us early this mornin' and ag'in this afternoon. So did Uncle Pete and Millie. Now I know you're just a mutton trailer—"

Thus, in the opening scene, the reader is given a hint of the inevitable conflict that is to follow. The "fact stuff" from the actual diary merely serves as a background. The plot is developed out of the bravery, daring and leadership of the hero in directing the drive across the desert. Savage Indians, blazing heat, starvation and famine are overshadowed by the strife between the two youths, with the finality of triumph for the hero when he goes voluntarily into the Mohave wastelands to find and to bring back his enemy and rival who wandered from the dry camp and became hopelessly lost.

"Streamlining" consisted mainly in tightening up, cutting corners and putting in curves by omitting all unnecessary adjectives and fancy descriptions. No profanity, no cigarettes, no liquor, no love scenes. There can be a girl—such as "Millie" of this tale—for the young hero to admire, but not to suffer passions over. There must be guns, of course, in a yarn of the old West, but they are drawn sparingly, and only in situations of genuine emergency. Indian slaughter is taboo, and all battles, of whatever nature, lead to ultimate victory—and peace.

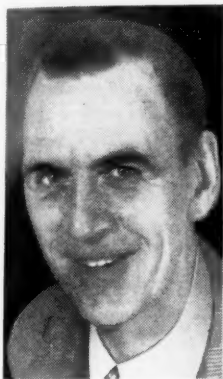
"The story we seek," wrote I. M. Ryan, editor of the *Boys' World*, "must be a story of variety and interest. More punch! Pirate stories? Yes! Biographies, tales of the Vikings. I am not averse to stories along the world-to-come or Buck Rogers' idea. And Westerns, of course. But never too many of one kind. Always we are looking for something new and different. One other thing to remember: The policy of the *Boys' World* is undergoing revision. Reading past issues, even those appearing within the next few months, will unfortunately not furnish any guide for manuscript submission."

That, too, is "streamlining" the modern story for youth: making it as flexible as youth itself—without compromising the basic virtues of human interest and character.

# TECHNIQUE OF VIVID DESCRIPTION

... By JAMES H. S. MOYNAHAN

James H. S. Moynahan has done mystery stories for *Black Mask*, *Argosy*, *Detective Fiction Weekly*, *Top Notch*, and many similar publications. Harvard graduate ('25 as of '23), he lives in New Jersey, makes hobbies of such diverse interests as the saxophone, jiu jitsu, and Alfred Adler's psychology.



James H. S. Moynahan

"She was an almond eyed, waxen-skinned girl in a kimono with flowing silk sleeves. The room had red silk hangings, a thick-piled, glowing rug, a teak-and-mother-of-pearl table behind which was a fan-backed bamboo chair in which McCurdy sat slumped. The girl crossed to the table, lifted her eyes."

Not so good.

Now for the amended version.

"She took her waxen fingers away from the embroidered red silk hangings and shuffled across the thick pile of the glowing rug, hands in the flowing silk sleeves of her kimono. At the teak-and-mother-of-pearl table she paused and lifted almond eyes to McCurdy, slumped in the fan-backed bamboo chair."

What's the matter with the first illustration? It's an inventory, that's what's wrong with it. You think it's funny when someone speaks of selling the telephone book for fiction, but this sort of writing approaches that. Nobody likes to read lists very long. And the first paragraph is nothing more than a list, except for the last sentence.

And why don't they like to read lists? Because lists embody no *action*. Remember how you used to skip "description"—accursed word—in stories when you were a kid? Well, people are still skipping it—even when *we* write it. A few may wade conscientiously through it, but why write it at all when you can write what everybody likes to read—*action*?

"But," the little lady in the back row raises her hand. "You can't write a story without *some* description."

Go back over the two illustrations and see whether anything has been omitted in the second illustration which was included in the first. It hasn't.

But that's still not all of it. All writing, of whatever sort, is read for just one feature—*suspense*. It may be so obvious a lure as *menace*, or as subtle as the resolution of a Katherine

Mansfield mood. But if you are not interested in *something* that is to follow, you stop reading.

Motion adds, as it were, another dimension to description. The reader can visualize infinitely better the description of a *moving* object.

In the second example you have from the very first word the feeling of impending action. Something is going to happen, is happening *right now*. And you don't have to read through—or skip—any catalogue to get to it.

I have heard Dashiell Hammett discuss the importance of "slowing up your reader." Any one who has read him knows that the temptation to look ahead and see how the scene comes out is at times overpowering. Mr. Hammett experimented with many devices—short paragraphs for one—in his endeavors to keep the excited reader from skipping. It is this very interest in problems of craftsmanship which has made Mr. Hammett the writer he is today.

Perhaps you'd like to see the actual mechanics of this technique. Let's take it from the beginning. You have a locale where your scene takes place. Suppose we start on that. Say it's a beach.

Okay. What have we to work with? Well, any beach has sand, water, bathing suits, tanned bodies, rubber bathing caps, and so on. You can list these on paper if you wish.

Now in the old days you could take time out to describe your locale before going on to your characters. We don't do that today. So before we start describing our beach, let's see whether we can't *work in* our hero and heroine, for example, in order to save steps and heighten interest. This process is called *integration*, and this art of making a single part do several jobs is what distinguishes the professional from the tyro. More than that, it's what brings in the checks!

All right. Say the guy's lying in the sand and the girl comes up out of the water and stands beside him. What've we got for *motion*? Well, she'd be running. Pretty general. She'd be swimming, too, but why start so far back? And that's not vivid, either. How about the moment when she stands panting over him,

slapping the water out of her rubber cap and shaking the drops out of her hair?

"Carver rolled lazily over in the warm sand and squinted at the panting girl standing between him and the blazing sun. She was slapping the red rubber bathing cap against her coppery thigh and shaking a few stray, sparkling drops from her loose, sun-bleached hair. The drops were like little needles of ice on Carver's sunburned body, and he said, scowling over a grin: 'Hey, lay off, smooth stuff! I can be pushed too far!'"

"She flung back the fluffy hair, grinned down at him. 'I used to believe that.' The faintest stiffness edged the grin, and she gave the dripping cap a last tentative shake over his sand-sprinkled chest."

We're off! We're off because we've promised you—implicitly, through Carver's threat and the girl's challenge—that something's going to happen. Action.

"TO DESCRIBE A THING VIVIDLY, DON'T DESCRIBE A THING."

## POSTAGE MONEY FROM FILLERS

By HAROLD ANNAS

WHILE snooping around in search of a plot for The Great American Novel, it is not difficult to collect money for postage without extra effort: simply get a hatful of human-interest items, type them and shoot them to your favorite newspaper, or news bureaus.

There is no relation whatsoever to spot-news in most of these items. The *when* of the reporter's five W's is commonly left out. Generally they are used as fillers and have no value other than humor, human-interest or the fact that they are frequently good reading.

The subject of such items may be anything—preferably something unusual. But an unusual angle can be found about nearly everything.

There is nothing startling about the fact that a cat's eyes shine at night. Nor is there anything unusual about a liar. But combine the two, and you have:

Lumbago County is blessed with the politest cats in the world, on the word of W. X. Jones, 63, farmer.

Jones said he was driving at night on route 13 when a snow-white cat, its eyes shining like headlights, crossed the road. Politely, Jones dimmed the lights on his car so as not to blind the feline. Equally politely, Jones said, the cat dimmed its eyes.

Friends of Mr. Jones said they believed he was exaggerating about the color of the cat being snow white.

Money from that didn't buy many stamps, but it, plus eight or nine others I sold at the same time, paid for enough to get my pockets all sticky with glue.

You don't make up such stuff, because you're dealing with facts, names and places. Besides, it's easier to find (at least for me) than to imagine.

Who could imagine a young high-school boy winning a girls' beauty contest? Yet one did. And the United Press paid me for what I wrote about it.

I wrote half a column about a hole in the ground, and it was displayed under a double-column head. The nub of it was, the hole-diggers expected to find something: treasure, a body, hidden loot. But instead they found another hole in the ground—presumably where something was taken out. The hole within the hole; the dead body that never died; the buried treasure that was never buried.

For years that rule eluded me: I couldn't grasp it. But—

Is this girl skinny? Is she pretty? Is she round-shouldered? Has Carver little bleached hairs on the back of his fist? Is the girl wearing a bright lipstick? A dowdy bathing suit?

Actually we have mentioned none of these things, yet you have an opinion about all of them. I have given you a picture, as vividly as if I had actually itemized these elements. *Of course* the girl's not skinny. *Of course* she's pretty. But how do you know it? You feel it.

So once more—inventories aren't important; in these days we haven't time for them. Pick *salient* touches, and if they're still, make them move. If you *do* make them move, they'll say for you, in the most effective way, all the vivid, important things you've left unsaid.

The small town is the best field for these items, because the cities are combed by local reporters and news bureaus.

Sources, however, are not restricted. Police headquarters, courtrooms, newspaper offices, jails, post office, fire department, filling station, the corner drugstore, anywhere. Just keep the ears tuned in. Items are easiest found when the writer is in search of something else.

Finding a market is not difficult; but there are several things to be considered. The local paper will cover spot news. If most of the fillers the sheet is using are dated from distant points—New York, San Francisco or Miami—chances are the city editor will be glad to pay his usual space rates for anything with a local angle.

Outside papers, anxious to expand their circulation, are usually glad to get space-rate correspondents. If the outside paper already has a correspondent, however, it is necessary to deal with him. Chances are he won't be interested. Usually he works on a salary without an expense account and is expected to cover everything himself.

The news services, such as the Associated Press, the United Press, the International News Service, are nearly always in the market for human-interest news. Wherever one of them hasn't a correspondent is a chance for Mr. Writer to sell on space rates. These services pride themselves on covering everything, and while they may not encourage a flood of fillers they are usually glad to keep a correspondent on tap for the "big break."

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"What makes photos salable?" Willard D. Morgan asks and proceeds to answer that question in the July *AUTHOR & JOURNALIST*. Contributions editor of *Life* for two years, contributor to *U. S. Camera Magazine*, *American Photography* and other magazines, author and co-author of numerous standard books on modern photography, Mr. Morgan has prepared a notable article, first of several planned for us for coming months.



# THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

## FOR LITERARY WORKERS—PUBLISHED QUARTERLY

JUNE, 1940

The Handy Market List offers, in brief, convenient form, the information of importance to writers concerning periodical markets. Constant vigilance is exercised to keep this quarterly list accurate and up-to-date; it is appreciated when readers call our attention to errors or omissions. The magazines are grouped under classifications designed to assist the writer in locating the markets for specific types of material. A few abbreviations are employed. M-20 means monthly, 20 cents a copy; 2-M, twice monthly; W, weekly; Q, quarterly. Figures indicate preferred word limits. "Acc." indicates payment on acceptance or shortly after; "Pub." indicates payment shortly before or after publication. When specific word rates are not given, "first-class rates" indicates a general average around 5 cents a word or better; "good rates," around 1 cent a word; "fair rates," around 1/2 cent a word. The parenthetical statement following title of magazine indicates the banner or name of publishing house; "S. & S." stands for Street & Smith. "Macfadden" for Macfadden Publishing Co., etc. The notation "Slow" or "Unsatisfactory" is a warning that delays or non-payment for material have been reported by contributors. It should be obvious that The Author & Journalist can assume no responsibility for the periodicals here listed, but merely publishes the available information for the guidance of readers. Submitted manuscripts should always be accompanied by return postage—preferably by stamped, addressed return envelopes—and copies should be retained as insurance against loss.

### A—GENERAL LIST

#### STANDARD PERIODICALS

**America**, 53 Park Place, New York. (W-10) Articles on topics of current interest affecting Catholics, up to 1800; short modern verse. Rev. Francis Talbot, S. J. \$25 per 2-page article (about 1 1/2c) Pub.

**American Hebrew**, The, 48 W. 48th St., New York. (W-15) Articles on Jewish affairs, short-stories, Jewish background, American scene 1200-1500. Martin Panzer, 1/2c up, photos \$1 up. Pub.

**American Magazine**, The, (Crowell) 250 Park Ave., New York. (M-20) Short-stories 3500-6000; serials 50,000; short shorts 1500-1800; mystery novelettes 20,000-25,000; "Vignettes" under 500. Articles usually arranged for. Sumner N. Blossom; Albert Benjamin, fiction Ed. First-class rates, Acc.

**American Mercury**, The, 570 Lexington Ave., New York. (M-25) Reviews, comments, essays; serious and political articles, short-stories, up to 3000; verse. Eugene Lyons, 3c up, Acc.

**American Review**, The, 231 W. 58th St., New York. (M-25) Reviews, articles, comment. Prefers query. Seward Collins, 1c Pub. (Slow reports.)

**American Scholar**, The, (Phi Beta Kappa) 12 E. 44th St., New York. (Q-50) Scholarly, with non-technical articles, essays, about 3000; poems. Wm. Allison Shimer. \$3 to \$4 printed page shortly after Acc.

**Arcaidiana**, Life, Caddo Gap, Ark. (Bi-M-25) Folklore material, Ozark region. O. E. Rayburn. 1/2c up, Pub. Verse, prizes only.

**Asia**, 40 E. 49th St., New York. (M-35) Interpretive articles on oriental life, politics, art, culture, exploration and thought. Russia included. 1000-4000. Oriental fiction; translations. Richard J. Walsh, \$15 a page, Acc.

**Atlantic Monthly**, 8 Arlington St., Boston. (M-40) Essays, human-interest articles; sketches, short-stories, verse; high literary standard. Edward Weeks. Good rates, Acc.

**Beaver**, The, Hudson's Bay Co., Winnipeg, Canada. (Q-25) Articles on travel, exploration, trade, anthropology, natural history in the Canadian North, up to 2500, illustrations essential. Clifford P. Wilson. 1c, Pub.

**Better Living**, Elmsford, N. Y. (M) Inspirational articles, hobbies, sports, 500-1500. Theodor Swanson. 1 1/2c up, Acc.

**Better Understanding**, P. O. Box 453, Palo Alto, Calif. (M-10) Miscellany with hard-of-hearing slant, up to 1200. Harvey Foreman. 1/2c, poetry 10c line, jokes 25c, Acc.

**The California Highway Patrolman**, 1213 8th St., Sacramento, Calif. (M) Short-stories, 1000, and serials, 8 to 8 instalments of 1500-2000 words each, carrying a moral in traffic safety. Straight fiction or snappy fictionalized factual material. Detective fiction with a traffic slant and a "crime doesn't pay" moral. Especially interested in California stories. Russell P. Tripp. 1c, photos \$1-3, Acc. 1/2-3/4c, reprint material.

**Canadian Geographical Journal**, Brock Bldg., 172 Wellington St., Ottawa, Canada. (M-35) Illustrated geographical articles 1500-2500. Gordon M. Dallyn. 1/4c up, Pub.

**Christian Century**, The, 440 S. Dearborn St., Chicago. (W-15) Articles on economic and social topics. Indefinite rates.

**Christian Science Monitor**, 1 Norway St., Boston. (D-5) Articles, essays, for editorial, forum, and department pages, up to 1200; poems; juvenile serials, not over 12 instalments 1200 each; verse, art work, cartoon ideas. \$7 column, Acc. or Pub.

**Coast**, The, 130 Bush St., San Francisco. (M-15) Articles on West Coast subjects up to 3500; photos. Innis Bromfield, Edw. Bosley. 1c up, photo series \$20 up, Pub.

**College Humor**, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Humorous articles, short-stories, sketches, miscellany, cartoons. Robert A. Pines. Good rates, Acc.

**Collier's**, (Crowell), 250 Park Ave., New York (W-5) Short-stories up to 5000; serials up to 60,000; articles on popular questions of the day 3500-5000; short-stories. Wm. L. Chenery. First-class rates, Acc.

**Columbia**, 45 Wall St., New Haven, Conn. (M-10) (Knights of Columbus) Articles of general interest for men 2500-3500; action short-stories 5000; verse. John Donahue. 1 to 3c, Acc.

**Commonweal**, The, 386 4th Ave., New York. (W) Catholic review. Timely articles on literature, art, public affairs, up to 2500; verse up to 16 lines. Philip Burnham, Edw. Skillin, Jr. 2/3c, verse 40c line, Pub.

**Coronet**, (Esquire), 919 N. Michigan Ave., Chicago. (M-25) High-calibre short-stories, lively and self-improvement articles; satirical sketches, up to 1500; fillers; short verse; artistic photos.

Arnold Gingrich, Bernard Geis. \$75 up per story or article, fillers less, Acc.

**Cosmopolitan Magazine**, (Hearst) 959 8th Ave., New York. (M-25) Outstanding short-stories 5000-7000; short shorts 1000-2000; novelettes 10,000-20,000; serials 50,000-60,000; book-length novels, non-fiction features. Articles of cosmopolitan interest 2000-4000. Harry Payne Burton. First-class rates, Acc.

**Cue**, 6 E. 39th St., New York. (W-10) Articles up to 1200 concerned with New York metropolitan and suburban activities, personalities, entertainment. Photos, occasional witty or satirical verse. Fillmore Hyde. Up to 5c, Pub.

**Current History**, 364 Madison Ave., New York. (M-25) Articles on current political, industrial, economic, sociological trends, foreign affairs, personalities, national and international, 2000-3000. Photos, cartoons. E. T. Hill, John T. Hackett. 2-4c, Pub.

**Desert Magazine**, The, El Centro, Calif. (M-25) Illustrated feature articles from the desert Southwest; hobbies, history, mining, desert homes and gardens. Indians, recreation, personalities, travel, etc., marked human-interest slant. Desert pictures. (Oversupplied with poetry.) Randall Henderson. 1c, photos \$1 to \$3, Acc.

**Direction**, Darien, Conn. (M-15) Significant articles, short-stories, 1000-2000, progressive viewpoint. M. Tjader Harris, W. L. River. 1c, Pub.

**Elks Magazine**, 50 E. 42nd St., New York. (M-20) Adventure, romance, Western, mystery, historic short-stories; articles on up-to-date subjects, 5000; cartoons. Coles Phillips. \$100 to \$500, Acc.

**Esquire** (Esquire-Coronet) 919 N. Michigan Ave., Chicago. (M-50) Sophisticated unsentimental articles; masculine viewpoint; essays, sketches, short-stories, 1500-3000; cartoons, cartoon ideas. (No women writers.) Arnold Gingrich. 3c to 10c, Acc.

**Events**, 1133 Broadway, New York. (M-25) Articles by authorities discussing world affairs, 2500-3500. Spencer Brodney. Rates by arrangement.

**Fair Winds**, 173 Fiske Ave., Westerleigh, S.I., N.Y. (Q-25) Authentic stories of old sailing ships and sailors, harbor views, log books, etc. W. M. Williamson. 1/2c, Pub.

**Film Fun**, (Dell) 149 Madison Ave., New York. (M-10) Jokes, quips, epigrams. Victor Bloom. \$1.50 to \$2, Acc.

**Foreign Service**, (V.F.W.) Broadway at 34th St., Kansas City, Mo. (M) Short-stories of interest to A. E. F. veterans up to 2500. Barney Yanofsky. 2c up, Acc.

**Fortune**, Time & Life Bldg., New York. (M-\$1) Articles with industrial tie-up. 95% staff-written. Some source material purchased. Russell W. Davenport, Mng. Ed.

**Forum**, 570 Lexington Ave., New York. (M-35) Challenging, controversial, personal-problem articles up to 3000, humor and freshness desirable; verse. Henry Goddard Leach. 2c, Pub.

**Free America**, 112 E. 19th St., New York. (M-15) Political-economic, agrarian, decentralist articles up to 2000. George F. Havel. 2c, Pub.

**Friday**, 114 E. 82nd St., New York. (W) Tabloid, about 45%itorial Love stories, detective stories up to 2000, with more than average amount of realism. Articles covering labor, business, science, world affairs, to 1500. Cameron Mackenzie, Ex. Ed.; Daniel S. Gillmor, Fict. Ed. Fiction, \$75-125, Acc. No fixed rate for articles.

**Future**, 134 N. LaSalle St., Chicago. (M) Official publication U. S. Junior Chamber of Commerce. Articles up to 2500 wds., on subjects of interest to young men from 21 to 35. Brief achievement stories, with photos, 200. Felix B. Streychmann. 1 to 2c, photos \$2. Pub.

**Grit**, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc. 1000-5000; serials. Odd, strange pictures, brief text; household articles; short illustrated articles for women's and children's pages. Howard R. Davis. \$3.50 to \$8 per short-story, articles \$2 to \$3, photos \$2, Acc.

**Harper's Magazine**, 49 E. 33rd St., New York. (M-40) Human-interest articles; essays: short-stories 4000-7000; serials up to 60,000; verse. Lee F. Hartman. First-class rates, Acc.

**Hobbies**, 2810 S. Michigan Ave., Chicago. (M-25) Material on hobbies, largely staff-written.

**Hollywood** (Fawcett) 1501 Broadway, New York. (M-5) Light, amusing "angle" stories on Hollywood personalities and films, mostly on assignment. Llewellyn Miller. Liberal rates, Acc.

**Inspiration**, 1133 Broadway, New York. (M-25) Literary short-stories, articles, inspirational and patriotic (not flag-waving) 500-2500. H. B. Lieberman. 1c, photos \$3, 40c Acc., 60c Pub. (Not buying until Fall).

**Jewish Forum**, The, 305 Broadway, New York. (M-35) Articles of Jewish interest, short-stories, 1000-2000; Isaac Rosengarten. \$3 M., poems \$1 up, Pub. (Unsatisfactory.)

- Kiwanis Magazine**, 520 N. Michigan Ave., Chicago. (M) No provision in budget for purchase of manuscripts. Merton S. Heiss.
- Leatherneck**, Marine Barracks, 8th and 1 Sts., Washington, D.C. (M-25) Articles of military interest. 1c (\$25 maximum). Pub.
- Liberty**, (Macfadden) Chanin Bldg., New York. (W-5) Romantic, adventure, humorous short-stories; youthful appeal, 1000-5000; serials about 42,000; timely human-interest articles. Fulton Oursler. First-class rates. Acc.
- Literary Universalist**, The, Midlothian, Ill. (Q-25) Character delineation short-stories up to 5000. Robert Eugene Andre. 1/4c, or less, after Pub.
- Maclean's**, (Maclean) 481 University Ave., Toronto, Canada. (2M-5) Short-stories, Canadian interest—love, romance, sea, mystery, adventure, outdoor, up to 5000; serials 30,000-65,000. Articles of Canadian interest. H. Napier Moore. 1c up, Acc.
- Menorah Journal**, The, 63 5th Ave., New York. (Q-11) Jewish short-stories, sketches, one-act plays, essays, poetry. Henry Hurwitz. 1c up, Pub.
- Montrealer**, The, 1111 Beaver Hall Hill, Montreal, Que., Canada. (BI-W) Light, satiric, smart short short-stories 1400. A. M. Beatty. 1c, Pub.
- Nation**, The, 55 5th Avenue., New York. (W-15) Articles on politics, literature, economics, up to 2400. 1c, Pub.
- National Geographic Magazine**, 1156 16th St., N. W., Washington, D. C. (M-50) Official journal National Geographic Society. Articles on travel and geographic subjects up to 7500; photographs. Gilbert Grosvenor. First-class rates, Acc.
- National Jewish Monthly**, The, 1003 K St., N.W., Washington, D. C. (M-15) Short-stories, articles, essays, Jewish interest. 1000-3000. Edward J. Grusd. 1c, Pub.
- New Masses**, 461 4th Ave., New York. (W-15) Economic, sociological articles, progressive, anti-fascist; proletarian short-stories, sketches, poems, cartoons. No payment.
- New Mexico Magazine**, Santa Fe, N.M. (M-15) Illustrated articles on New Mexico; rarely short-stories. George Fitzpatrick. \$10 to \$15 per article, Pub. Verse, no payment.
- New Republic**, The, 40 E. 49th St., New York. (W-15) Articles on current social, political, economic questions 1500-2500; sketches of character background 1000; short-stories 1500; exceptional verse, humor, cartoons. Bruce Bliven. 2c, Acc.
- New Yorker**, The, 25 W. 43rd St., New York. (W-15) Short-stories and humor 400 to 2000; factual and biographical material up to 2500; cartoons, cartoon ideas. Good rates, Acc.
- North American Review**, The, 424 Madison Ave., New York. (Q-31) Short-stories 6000-8000; articles, essays, poetry. Rates not announced.
- Old Time New England**, 141 Cambridge St., Boston. (M) Authoritative, well-illustrated articles with New England antiquarian tie-up. W. L. Appleton. Rates not given.
- Opinion**, 122 E. 42nd St., New York. (M-25) Articles 2500-3000; short-stories 2000-3000; Jewish interest. Dr. Stephen S. Wise. 1c, Pub.
- Opportunity**, A Journal of Negro Life, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; Negro life and problems. Elmer Anderson Carter, Ed., Edward Lawson, Mng. Ed. No payment.
- Our Army**, 11 Park Place, New York. N.Y. (M-25) Stimulating controversial military articles; short-stories 1000 to 1200 (no World War fiction); jokes; cartoons; regular army background. Carl Gardner. Up to 1/4c, Pub.
- Our Dumb Animals**, 180 Longwood Ave., Boston, Mass. (M-10) S. P. C. A. organ. Animal welfare articles, short-stories, fillers, up to 500; verse up to 24 lines, photos. Guy Richardson. 1/2c up, poems \$1 up, Acc.
- Our Navy**, 1 Hanson Pl., Brooklyn, N. Y. (2M-25) Articles on modern naval subjects 2000-4000; action naval short-stories; photos. Varying rates, Pub.
- Outwitting Handicaps**, 12716 Tuller Ave., Detroit, Mich. (BI-M-25) Personal recovery stories told in first person 1500-2000. Articles that contribute to mental uplift of the sick 500-1000. Interviews with prominent people on their health philosophies. Harry E. Smithson. 1/4c, Acc.
- People & Places**, 3333 N. Racine Ave., Chicago. (M) Well-illustrated articles featuring De Soto car as "hero." Frederick O. Schubert. Varying rates.
- Philippine Magazine**, 217 Dasmariñas St., Manila, P. I. (M-20) Articles, essays, short-stories 1500-3000 on Philippine. Far-Eastern subjects; verse. A. V. H. Hartendorp. 1c up, Pub.
- Popular Psychology Guide**, (Astro Dist. Corp.) 67 W. 44th St., New York. (Q-25) Inspirational articles 1100-1200. Maxine Smith. 1/4c, Pub.
- Psychology**, (Lex. Pubs.) 113 W. 57th St., New York. (M-25) Psychological or inspirational articles, personal experience stories up to 1500. E. Field. Rates by arrangement; payment after Pub. (Very slow.)
- Railroad Magazine**, (Munsey) 280 Broadway, New York. (M-15) Short-stories, novelettes, first-person true tales, railroad background, including electric lines, 1500-14,000. Railroad verse. Query on fact articles. Freeman H. Hubbard, 1 1/4c up, verse 25c line, true tales 1c, Acc. (Overstocked.)
- Reader's Digest**, Pleasantville, N. Y. (M-25) Digests of published articles; occasionally original articles. Good rates, Acc.
- Redbook**, (McCall) 230 Park Ave., New York. (M-25) Short-stories, serials, complete novels, novelettes, feature articles. Edwin Ralmer. First-class rates, Acc.
- Rotarian**, The 35 E. Wacker Drive, Chicago. (M-25) Authoritative articles on business and industry; social and economic problems, travel sketches, humor, essays, 1500-2000. Little fiction used. Leland D. Case. First-class rates, Acc.
- Saturday Evening Post**, The, (Curtis) Independence Sq., Philadelphia. (W-5) Articles on timely topics 3000-5000; short-stories 4000-6000; serials up to 90,000; lyric and humorous verse; skits, cartoons. Wesley Winans Stout. First-class rates, Acc.
- Saturday Night**, 73 Richmond St. W., Toronto, Canada. (W) Articles of Canadian interest up to 2000; light, humorous articles, satire. B. K. Sandwell. 1/2c to 1c, photos \$2-\$3. Pub.
- Scribner's Commentator**, 654 Madison Ave., New York. Factual articles on current events and personalities, 1500-2500. George T. Eggleston. Good rates, Acc.
- Southern Magazine**, The, 647 Trust Co. of Ga. Bldg., Atlanta. (M) Short-stories to 5000; novels, 20,000. M. C. Thomas. Short-stories, \$25 up; novels, \$100. (To be brought out this Fall.)
- Southern Review**, La State Univ., University, La. (Q-75) Literary criticism, social, economic affairs; short-stories, verse. Charles W. Pipkin. \$6.65 page, verse 35c line, Pub.
- Spur**, The, 515 Madison Ave., New York. (M-50) Illustrated articles on sport, travel, art, personalities, leisure interests of the well-to-do, up to 2000, usually on assignment. Arthur Edwin Krows. Average, 2c, Pub.
- Story**, 432 4th Ave., New York. (BI-M-40) Distinctive short-stories, "novelettes." Whit Burnett, Martha Foley. Moderate rates, Pub.
- 10 Story Book**, (Sun Pubs.) 30 E. 8th St., Chicago. (M-25) Iconoclastic, unusual, bizarre short-stories up to 5000. Harry Stephen Keeler. Fair rates, Pub. (Slow.)
- This Week**, 420 Lexington Ave., New York. (W-newspaper supplement) Romance, mystery, adventure, humorous short-stories up to 3500; short-stories under 1500; short articles on popular science, adventure, glamorous personalities, sports, news, subjects making for a better America, up to 1500; inspirational editorials 800-1000; fillers, cartoons, short animal material; appealing animal photos. Mrs. William Brown Meloney. Short-stories \$150-\$1000; articles \$150-\$400, Acc.
- Toronto Star Weekly**, The, 80 King St., W., Toronto, Canada. (W-10) Feature articles, Canadian appeal. Novels, 45,000 or over; serials 18-40,000; short-stories 2-7000, war, love-adventure, romantic, mystery, sport, etc., themes. No "defeatist" material. A. H. Newman, fiction Ed. Varying rates, Acc.
- The Tourist's Calendar**, 714 W. Wisconsin Ave., Milwaukee, Wis. (4 times yearly) Largely staff-written. Query on material for Fall number. Robt. E. Neprud. Rates not given.
- Town and Country**, 572 Madison Ave., New York. (M-50) Articles with photos on personalities, travel, sports, topical events, satire, unusual subjects and places, 1000-3000. Harry A. Bull. Varying rates.
- Travel**, (McBride) 116 E. 16th St., New York. (M-35) Illustrated travel, exploration, adventure articles 1500 to 5000; photos, Coburn Gilman. 1c. \$3 to \$5 per photo, Pub.
- Virginia Quarterly Review**, 1 West Range, Charlottesville, Va. (Q-75) Exceptional literary, scientific, political essays 3000-5000; short-stories of high standard; little verse. Lawrence Lee. Prose, \$5 a page; verse 50c line, Pub.
- Westway**, 2601 So. Figueroa St., Los Angeles, Calif. (M-20) Articles 1500, photos of out-of-the-ordinary, natural science, history, biography. Phil Townsend Hanna. Payment by negotiation, Acc.
- Yale Review**, Box 1729, New Haven, Conn. (Q-31) Articles on current political, literary, scientific, art subjects 5000-6000. William Clyde DeVane, Edward S. Furniss, Arnold Wolfers. Good rates, Pub.
- Yankee**, Dublin, N. H. (M-25) Short-stories up to 2500, articles, essays, 1200-2500; fillers, photos, all of Yankee flavor. Robt. Sagedorph. 1c, Acc. or Pub. (Overstocked till Fall.)
- Your Life**, The Regular Guide to Desirable Living, 354 4th Ave., New York. (M-25) Inspirational, helpful articles on living, 1200-2500; fillers. Douglas Lorton. First-class rates, Acc.
- Your Personality**, 354 4th Ave., New York. (BI-M-25) Not an open market. Douglas Lorton.

## WOMEN'S AND HOME MAGAZINES

- American Cookery**, 221 Columbus Ave., Boston 17. (M-15) Short articles on domestic science 2000-3000; essays 1000-2500; short-stories 1000-3000. 1c up, Acc.
- The Better Home**, 161 8th Ave., N. Knoxville, Tenn. (Q) Short-stories and articles to 3,000; editorials to 900. Elizabeth Denmark. 1/2c, Acc. Poetry slightly higher.
- Camme**, 56 Sparks St., Ottawa, Canada. (M-25) Feature articles and fashions 1000-1500; photos; art work. Harrison B. Williams. 1c up, photos \$3 to \$10, Acc.
- Canadian Home Journal**, 73 Richmond St. W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials; articles of interest to Canadian women 2500. W. Dawson. Good rates, Acc.
- Catholic Women's World**, The, 600 S. Michigan Ave., Chicago. (M-25) Entertaining short-stories 2000-3000, novelettes 5-10,000, serials 20-40,000; domestic feature articles 1500-3000; cartoons. Florence E. Cox. About 1c, Pub. (Slow.)
- Chatelaine**, (Maclean) 481 University Ave., Toronto, Canada. (M-10) Short-stories, love, married-life, parental problems, mystery, adventure, 3500-5000; short serials. Articles, Canadian interest, up to 2000. Byrne Hope Sanders. 1c up, Acc.
- The Christian Family and Our Missions**, 365 Ridge Ave., Evanston, Ill. (M) Catholic family magazine using wholesome short-stories, 1000-2000, and suitable verse. Frederick M. Lynk, S. C. B. 1/4 to 1c, verse, 5-10c a line, Acc.
- Club Women's Digest**, 401 Bridge Bldg., Philadelphia. (Q) Domestic and feature articles. Mary S. Powell. 1/4c, Acc.
- Everywoman's Magazine**, 501 Madison Ave., New York. (M-30) Love, romance, humor short-stories up to 6000; serials, 3-4 parts, 6000 each; articles 1000-1500; short verse. Elita Wilson. \$35 to \$150, Acc.
- Fan Fare**, Balfour Bldg., 351 California St., San Francisco, Calif. (BI-W) Short-stories 3500; illustrated articles, 1500 to 3000, domestically slanted. "fan" theme desired—radio, movies, sports, travel, hunting, adventure, etc. Short lengths \$5, longer \$10, Acc.
- Glamour**, (Conde Nast) 420 Lexington Ave., New York. (M-15) Articles on Hollywood and fashions, usually staff prepared.
- Good Housekeeping**, (Hearst) 57th St. and 8th Ave., New York. (M-25) Young love short-stories up to 5000; serials. Feature articles, verse. W. F. Higelow. 5c up, Acc.
- Harper's Bazaar**, 572 Madison Ave., New York. (M-50) Short-stories. George Davis. Good rates, Acc.
- Holland's**, The Magazine of the South, Main and 2nd Sts., Dallas, Tex. (M-10) Articles of interest to Southern women 1000-1500; love, outdoor, domestic short-stories 4000-5000; serials 60-80,000; verse. Claude Wier. 1 1/2c up, photos \$2 up, Acc.
- Household Magazine**, 8th and Jackson Sts., Topeka, Kans. (M-20) Household and general articles, short-stories about 1000, also 2500-5000; serials 20,000-30,000. Nelson Antrim Crawford. 2c up, verse 50c line, Acc.

**Independent Women**, 1819 Broadway, New York. (M-15) Articles expressing woman's viewpoint on social and economic matters, business and professional women's problems, stories of women's success in business. 1200-2000. Verse 2-5 stanzas. Winifred Willson. \$10-35 per article, verse \$2-45. Acc.

**Ladies' Home Journal**, (Curtis) Independence Sq., Philadelphia. (M-10) Articles 3000-5000; short-stories 5000-7000, serials, short lyric verse. Bruce Gould, Beatrice Blackmar Gould. First-class rates. Acc.

**Mademoiselle**, (S. & S.) 1 E. 57th St., New York. (M-25) Short-stories of smart young women, ages 17-30, 1500-3000; articles up to 2500; light, brisk, personality sketches; cartoons. Betsy Talbot Blackwell. 2c, \$50 per short-story, Pub.

**Mayfair**, (MacLean) 481 University Ave., Toronto, Canada (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins, 1c, Pub.

**McCall's Magazine**, (McCall) 230 Park Ave., New York. (M-10) Serials, complete novels, short-stories, short-story articles (850 wds.) only. L. Wise. First-class rates, Acc.

**National Home Monthly**, (Home Pub. Co.) Bannatyne and Dagmar S.S., Winnipeg, Man., Canada. (M-10) Illustrated feature articles; short-stories, 3500-6000; novelettes, serials 40,000-60,000; verse. L. E. Brownell. Good rates, Acc.

**Parents' Magazine**, The, 9 E. 40th St., New York. (M-25) Articles on family relationships, child care, homemaking, etc. 2000-2500. Clara Savage Littledale. 1 to 1½c. Acc.; jokes, recipes, childhood and teen-age problems, 81 each, Pub.

**Vogue, Incorporating Vanity Fair**, (Conde Nast) 420 Lexington Ave., New York. (2M-35) Articles on unusual travel, social activities, fashionable women's interests; essays on fads, follies, etc., 1500-2000; photos. No poetry, no fiction. Edna W. Chase. Good rates, Acc.

**Woman's Home Companion**, (Crowell-Collier) 250 Park Ave., New York. (M-10) Women's and household interests. Articles, short-stories 2500-6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

**Woman's World**, 22nd and Arch Sts., Philadelphia. (M-10) Articles on women's interests, 1000-2000; short-stories 1500-4000; short verse. Julia Shawell. Good rates, Acc. (Overstocked.)

## ALL-FICTION OR "PULP" MAGAZINES

### GENERAL ADVENTURE

(Also Special Classifications not Grouped Elsewhere)

**Adventure**, (Popular) 205 E. 42nd St., New York. (M) Distinctive adventure short-stories, novelettes. Howard Bloomfield. 1½c up, fillers 1c, Acc.

**Argosy**, (Munsey) 280 Broadway, New York. (W-10) Good fiction, every variety, sound characters, romantic elements, colorful background. Short-stories 1000-7000; novelettes 10,000-17,000; serials up to 75,000 (installments 10,000-12,000). George W. Post. Good rates, Acc.

**Blue Book**, (McCall) 230 Park Ave., New York. (M-15) Western, mystery, adventure short-stories, novelettes, serials. Real-experience contests. Donald Kennicott. Good rates, Acc.

**Doc Savage Magazine**, (S. & S.) 79 7th Ave., New York. (M-15) Action-adventure short-stories about 4000. American heroes, any locale. John L. Nanovic. 1c up, Acc.

**Five Novels**, (Dell) 149 Madison Ave., New York. (M-20) Western, adventure, sport, mystery novels 15,000-20,000, love interest. F. A. McChesney. 1½c, Acc.

**Jungle Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Adventure short-stories, novelettes of the African jungles. Malcolm Reiss. 1c, Acc.

**Red Star Adventures**, (Munsey) 280 Broadway, New York. (M) Outdoor action stories, South Sea, India, Orient, preferred as backgrounds. Lead novel on contract only. Novelettes, 10,000-12,000; short-stories 2000-6000. G. Post. Good rates, Acc.

**Short Stories**, 9 Rockefeller Plaza, New York. (2-M-25) Adventure, mystery, outdoor short-stories up to 6000, novelettes 10,000-12,000, complete novels; serials 25,000-60,000; fillers 50-500. True adventures up to 1000. Dorothy McIvor. Good rates, Acc.

**South Sea Stories**, (Ziff Davis) 608 S. Dearborn St., Chicago. (M-20) Romantic-adventure stories, South Sea locale, modern treatment 3-20,000. Stress glamour. B. G. Davis. 1c up, Acc.

**Thrilling Adventures**, (Thrilling) 22 W. 48th St., New York. (M-10) Action short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Foreign locales; American heroes; slight woman interest. Leo Margulies, Ed. director. 1c up, Acc.

**12 Adventure Stories**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M-15) Adventure short-stories. Harry Widmer, ½c, Acc. (Stocked at present.)

### DETECTIVE—CRIME—MYSTERY—GANGSTER

**Ace G-Man Magazine**, (Popular) 205 E. 42nd St., New York. (Bi-Mo-10) Short-stories, novelettes 9000, novels 15,000. Involving activities of G-Men. Rogers Terrill, Ed. director; Loring Dowst. Ed. 1c, Acc.

**Avenger**, The, (S. & S.) 79 7th Ave., New York. (M-10) Complete novel by arrangement. Fast-paced, modern short-stories, detective heroes. John L. Nanovic. 1c up, Acc.

**Black Book Detective**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Book-length novel arranged for. Fast-action detective short-stories. Leo Margulies, editorial director. ½c, Acc.

**Black Mask**, (Fictioners, Inc.) 210 E. 43rd St., New York. (M-15) Crime-detective fiction. 1c, Acc.

**Clues-Detective Stories**, (S. & S.) 79 7th Ave., New York. (M-10) Fast-paced, lively detective stories, woman interest, strong menace, unusual conditions; short-stories up to 5000; novelettes 8-25,000. John L. Nanovic. 1c up, Acc.

**Detective Fiction Weekly**, (Munsey) 280 Broadway, New York. (W-10) Detective, crime, mystery short-stories 1000-7000; novelettes 9,000-15,000; serials 40,000-80,000. Fact stories of murder mysteries 2000-6000. Kendall Crossen. Good rates, Acc.

**Detective Novel**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Detective novels, 25,000; short-stories. Leo Margulies, editorial director. ½c, Acc.

**Detective Short-Stories**, (Red Circle) 330 W. 42nd St., New York. (Bi-M-10) Detective short-stories up to 7000. Robert O. Erisman. ½ to 1½c, Acc.

**Detective Story Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Detective short-stories 2500-5000; novelettes up to 20,000. Hazlett Kesler. 1c up, Acc.

**Detective Tales**, (Popular) 205 E. 42nd St., New York. (M) Emotional short-stories, crime background, up to 4000; detective-mystery-menace novelettes 9000; novels 15,000; dramatic situations, glamorous detective action. Rogers Terrill, Ed. director; Loring Dowst, Ed. 1½c up to 3000, 1c up over 3000. Acc.

**Detective Yarns**, (Double Action) 60 Hudson St., New York. (Bi-Mo) Detective short-stories, novelettes. A. J. Sundell. ½c up, Pub. (Slow.)

**Dime Detective Magazine**, (Popular) 205 E. 42nd St., New York. (M-20) Mystery, action short-stories 5000, emphasizing menace and horror; novelettes 10,000-15,000. Kenneth White. 1c up, Acc.

**Double Detective**, (Munsey) 280 Broadway, New York. (M-15) Mystery, crime, detective short-stories 1000-6000, novelettes 10,000-12,000. Novels 35,000. Paul Johnston. Good rates, Acc.

**Exciting Detective**, (Thrilling) 22 W. 48th St., New York. (Q-10) Detective short-stories 1000-6000; novelettes 7000-10,000. Leo Margulies. ½c up, Acc.

**Glaxland Detective**, (Double Action) 60 Hudson St., New York. (Bi-M) Short-stories, novelettes, of sensational crime and underworld theme. ½c, Pub. (Slow.)

**Ghost, Super-Detective**, The, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Book-length novel on assignment. Short detective and crime stories 1000-6000. Leo Margulies, Ed. director. ½c, Acc.

**G-Men**, (Thrilling) 22 W. 48th St., New York. (M-10) Glamorous short-stories around activities of F.B.I. 1000-6000; novelettes 7000-10,000. Leo Margulies. 1c up, Acc.

**G-Men Detective**, (Thrilling) 22 W. 48th St., New York. (M-10) Glamorous, fast-action detective short-stories 1000-6000; novelettes 7000-10,000. Leo Margulies. 1c up, Acc.

**Lone Wolf Detective**, (Magazine Publishers) 57 W. 44th St., New York. (M) Mystery stories, 10,000, with plenty of action and color, having for hero lone adventurer. Woman interest welcome, but gangster theme should be avoided. Harry Widmer. ½c, shortly after Acc.

**The Masked Detective**, (Thrilling) 22 W. 48th St., New York. (Q-10) Book-length novels arranged for. Fast-action detective short-stories. Leo Margulies. ½c up, Acc.

**Operator No. 5**, (Popular) 205 E. 42nd St., New York. (M-20) Secret service short-stories up to 5000; lone-handed struggle against large foreign espionage odds. Rogers Terrill, Ed. director; Loring Dowst, Editor. 1c, Acc.

**Phantom Detective**, The, (Thrilling) 22 W. 48th St., New York. (M-10) Fast-action detective, crime short-stories 1000-6000. Leo Margulies, Ed. Director. 1c up, Acc.

**Popular Detective**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Detective short-stories, 1000-6000; novelettes 7000-10,000. Leo Margulies. ½c, Acc.

**Red Star Detective**, (Munsey), 280 Broadway, New York. (M) Short-stories, 3500-6000. Lead novel on contract only. P. Johnston.

**Secret Agent "X"**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Detective, G-man short-stories. Harry Widmer. ½c up, Acc. (Stocked at present.)

**Shadow Magazine**, (S. & S.) 79 7th Ave., New York. (2M-10) Action detective short-stories 1500-6000, detective or police heroes. John L. Nanovic. 1c up, Acc.

**Spider**, The, (Popular) 205 E. 42nd St., New York. (M-10) Short-stories of volunteer crime fighters up to 5000; novel arranged for. Rogers Terrill, Ed. director; Loring Dowst, Ed. 1c up, Acc.

**Strange Detective Mysteries**, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Bizarre mystery-detective short-stories up to 6000, novelettes 9-10,000, novels 15,000. Rogers Terrill, Ed. Dir.; Willard Crosby, Ed. 1c up, Acc.

**Street & Smith's Mystery Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Short-stories, novelettes up to 15,000, dealing with conflict between the law and underworld. John L. Nanovic. 1c up, Acc.

**Ten Detective Aces**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Dramatic detective, mystery short-stories 1500-5000, novelettes 10-12,000, woman interest welcome. Harry Widmer. 1c, Acc. or shortly after.

**10-Story Detective**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M) Short-stories 3000-5000, novelettes 10-12,000. Harry Widmer. ½c up, Acc.

**Thrilling Detective**, (Thrilling) 22 W. 48th St., New York. (M-10) Action-detective short-stories 1000-6000; novelettes 7000-10,000; novels 15,000-20,000. Leo Margulies. 1c up, Acc.

**Thrilling Spy Stories**, (Thrilling) 22 W. 48th St., New York. (Q-10) Spy short-stories, novelettes. Leo Margulies. ½c, Acc.

**Variety Detective**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Detective short-stories 3000-5000, novelettes 10,000. Harry Widmer. ½c, Acc.

### WESTERN: MALE INTEREST

**Ace High**, (Fictioners, Inc.) 210 E. 43rd St., New York. (Bi-M) Western short-stories, novelettes. ½c, Acc.

**Big Book Western**, (Popular) 205 E. 42nd St., New York. (M-15) A few short stories 5000. Western novelettes 10,000; novels 30,000; Western fact articles 1000. Rogers Terrill, Ed. director; Willard Crosby, Ed. ½c, Acc.

**Blue Ribbon Western**, (Double Action) 60 Hudson St., New York. (Bi-M) Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. Cliff Campbell. ½ to 1½c, Pub. (Slow.)

**Chief Western**, (Munsey) 280 Broadway, New York. (M) Western stories with strong Indian interest; short-stories, 2500-6000; novelettes, 10,000-12,000; lead story on contract only. B. Mitchell. Good rates, Acc.

**Complete Northwest**, (Northwest) 60 Hudson St., New York. (Q-20) Action short-stories Northwest mood, logging, mining. 2000-15,000; novels 20-40,000. A. J. Sundell. ½c up, Pub. (Slow.)

**Complete Western Book**, (Red Circle) 330 W. 42nd St., New York. (M-15) Western short-stories 5000-7500; novels 60,000. Robert O. Erisman. ½ to 1½c, Acc.



**Crack Shot Western**, (Munsey) 280 Broadway, New York. (Bi-M) Reprint Western fiction.

**Dime Western Magazine**, (Popular) 205 E. 42nd St., New York. (M-10) Vigorous, human Western short-stories 2000-6000; novelettes 10,000; novels 18,000; girl interest, realistic characterization. Rogers Terrill, Ed. director; Mike Tilden, Ed. 1c up, Acc.

**Exciting Western**, (Thrilling) 22 W. 48th St., New York. (Q-10) Western action-packed short-stories 1000-6000; novelettes 7000-10,000. Leo Margulies. ½c up, Acc.

**44 Western**, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Western short-stories 4000-6000, novelettes 9000-15,000. Willard Crosby. 1c up, Acc.

**Frontier Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Western historical short-stories, novelettes, of covered-wagon days. Malcolm Reiss. 1c, Acc.

**Lariat Story Magazine**, (Fiction House) 461 8th Ave., New York. (Bi-M-10) Fast moving, colorful stories, ranch-and-range locale, good woman interest 10,000. Malcolm Reiss. 1c, Acc.

**Masked Rider Western** (Thrilling) 22 W. 48th St., New York (Bi-M-10) Book-length novels arranged for on assignment. Leo Margulies, editorial director. ½c, Acc.

**New Western**, (Fictioneers, Inc.) 210 E. 43rd St., New York. (Bi-M-10) Western short-stories, to 6000; novels 12,000-15,000; novelettes, 9000-12,000. ½c, Acc.

**Popular Western**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Western short-stories 1000-7000; novelettes 8000-10,000; short novels up to 15,000. Leo Margulies. ½c, Acc.

**Range Riders**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Book-length novels on assignment; short-stories 1000-6000. ½c, Acc.

**Red Seal Western**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M-10) Western short-stories 5000, novelettes 10-12,000. Harry Widmer. ½c up, Acc.

**Red Star Western**, (Munsey) 280 Broadway, New York. (M) Short-stories 2500-6000; novelettes, 10,000-12,000; lead novel on contract only. P. Johnson. Good rates, Acc.

**Rio Kid Western**, The, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Book-length novel on assignment. Pioneer and frontier short-stories 1-6000. Leo Margulies, Ed. director. ½c, Acc.

**Star Western Magazine**, (Popular) 205 E. 42nd St., New York. (M-15) Dramatic, emotional, colorful short-stories of the old west, girl interest, up to 6000; novelettes 10,000; novels 18,000. Rogers Terrill, Ed. director; Mike Tilden, Ed. 1c up, Acc.

**Sure-Fire Western**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M) Western short-stories, novelettes 10-15,000. Harry Widmer. ½c up, Acc. (Stocked at present.)

**10 Story Western**, (Popular) 205 E. 42nd St., New York. (M-10) Dramatic human-interest Western short-stories up to 5000; novelettes 9000; novels 15,000. Rogers Terrill, Ed. director; Willard Crosby, Ed. 1c up, Acc.

**Texas Rangers**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Fast-moving, action-packed short-stories, Western law man's viewpoint, 1000-6000. Leo Margulies. 1c up, Acc.

**Thrilling Western**, (Thrilling) 22 W. 48th St., New York (M-10) Action-packed thrilling Western short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Slight girl interest permissible. Leo Margulies. 1c up, Acc.

**Top-Notch Western**, (Red Circle) 330 W. 42nd St., New York. Western novelettes, short-stories. Robert O. Erisman. ½ to 1½c, Acc.

**Two-Gun Western**, (Red Circle) 330 W. 42nd St., New York. (Bi-M-15) Western novelettes 10,000-15,000. Robert O. Erisman. ½ to 1½c, Acc.

**Variety Western**, (Ace Mags.) 67 W. 44th St., New York. (M-15) Western short-stories 3000-5000, novelettes 12,000. Harry Widmer. ½c, Acc.

**West**, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Book-length novels arranged for on assignment. Leo Margulies, editorial director. ½c, Acc.

**Western Aces**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M) Emotional Western short-stories up to 5000; novelettes 10,000 and 15,000, with strong human interest—range, outlaw, mines, etc. Harry Widmer. ½c up, Acc. or shortly after.

**Western Action**, (Double Action) 60 Hudson St., New York. (Bi-M-15) Dramatic Western short-stories, novelettes, 2000-15,000, novels 20,000-40,000. Cliff Campbell, ½ to 1½c, Pub.

**Western Fiction**, (Red Circle) 330 W. 42nd St., New York. (Q-15) Western short-stories, 3000-7000; novelettes 20,000. Robert O. Erisman. ½ to 1½c, Acc.

**Western Novel and Short Stories**, (Red Circle) 330 W. 42nd St., New York. (Bi-M-15) Western short-stories 5000-7000; novelettes 10,000-20,000; novels 60,000. Robert O. Erisman. ½ to 1½c, Acc.

**Western Short Stories**, (Red Circle) 330 W. 42nd St., New York. (Q-10) Western short-stories up to 7000. Robert O. Erisman. ½ to 1½c, Acc.

**Western Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-10) Western short-stories up to 5000; complete novels 20,000; serials up to 65,000, 12,000-word installments. John Burr. Good rates, Acc.

**Western Trails**, (Ace Mags.) 67 W. 44th St., New York. (M-15) Western action short-stories up to 5000; novelettes 10-12,000. Harry Widmer. ½c up, Acc. or shortly after.

**Wild West Weekly**, (S. & S.) 79 7th Ave., New York. (W-10) Western short-stories 300-4000, novelettes 10-12,000; novels 20,000; 6-part serials up to 60,000. F. L. Stebbins, Jr. Good rates, Acc.

## SPORT

**Ace Sports**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M) All sports, college and pro, 3 months in advance of season. Shorts 5000 or less, novelettes 10-12,000; strong character conflict. Harry Widmer. ½c up, Acc. or shortly after.

**Best Sports**, (Red Circle) 330 W. 42nd St., New York. (Bi-M-15) Short-stories on popular sports, O. Henry traits, 5000-10,000; novelettes 12,000-15,000. Robert O. Erisman. ½ to 1½c, Acc.

**Blue Ribbon Sports**, (Double Action) 60 Hudson St., New York. (Bi-M-10) Sport short-stories, novelettes 2000-15,000. A. J. Sundell. ½c up, Pub. (Slow.)

**Complete Sports**, (Red Circle) 330 W. 42nd St., New York. (Bi-M-15) Sport short-stories, novelettes. Robert O. Erisman. ½ to 1½c, Acc.

**Dime Sports**, (Popular) 205 E. 42nd St., New York. (M-10) Sport short-stories 4000-6000; novelettes 10,000-12,000, youthful collegiate or professional players, actual games featured. Woman interest not desirable. Submit three months ahead of season. Alden H. Norton. 1c up, Acc.

**Fight Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Ring-action short-stories, novelettes. Malcolm Reiss. 1c, Acc. (Prestocked except on current-interest ring articles.)

**Popular Sports** (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Sport short-stories 1000-6000. Book-length novels by arrangement. Mature angle, slight woman interest allowed. Leo Margulies. ½c, Acc.

**Sports Action**, (Red Circle) 330 W. 42nd St., New York. (Bi-M-15) Sport short-stories 4000-7000. Robert O. Erisman. ½ to 1½c, Acc.

**Sports Fiction**, (Double Action) 60 Hudson St., New York. (Bi-M-15) Sport short-stories, novelettes 2000-15,000. A. J. Sundell. ½ to 1½c, Pub. (Slow.)

**Sports Novels**, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Sport novelettes 10,000; short-stories 5000-6000; fact articles 3000. Wm. Fay. 1c up, Acc.

**Sport Story Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Competitive sport short-stories up to 5000; novelettes 10-12,000. (Query on serials and articles.) Charles Moran. Good rates, Acc.

**Sports Winners**, (Double Action) 60 Hudson St., New York. (Bi-M-10) Sport short-stories, novelettes 2000-15,000. A. J. Sundell. ½ to 1½c, Pub. (Slow.)

**Ten Story Sports**, (Double Action) 60 Hudson St., New York. (M) Sport short-stories, novelettes 2000-15,000. A. J. Sundell. ½ to 1½c, Pub. (Slow.)

**Thrilling Football**, (Thrilling) 22 W. 48th St., New York. (Semi-An-15) Gridiron stories, woman interest allowed. Shorts 1000-6000; novelettes 8000-10,000; short novels 15,000-30,000. Leo Margulies. ½c up, Acc.

**Thrilling Sports**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Sport short-stories 1000-6000, novelettes 7500-10,000; mature angle, woman interest allowed. Leo Margulies. 1c up, Acc.

**12 Sports Aces**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M-10) Sport short-stories 3000-5000, novelettes 10,000. Harry Widmer. ½c, Acc.

## WAR—AIR—AIR—WAR

**Aces**, (Fiction House) 461 8th Ave., New York. (Q-20) Air short-stories, novelettes, novels. Malcolm Reiss. 1c, Acc.

**Air War**, (Thrilling) 22 W. 48th St., New York. (Q-10) Stories of to-day's war in the air. Shorts 1000-6000; novelettes 7000-10,000. Leo Margulies. ½c up, Acc.

**Battle Birds**, (Fictioneers, Inc.) 210 E. 43rd St., New York. (Bi-M) Air-war short-stories, novelettes. ½c, Acc.

**Captain Combat**, (Fictioneers, Inc.) 210 E. 43rd St., New York. Air-war short-stories, novelettes. ½c, Acc.

**Dare-Devil Aces**, (Popular) 205 E. 42nd St., New York. (M-10) Thrilling Western-front air short-stories 3000-6000, novelettes 10,000-12,000. Wm. Fay. 1c up, Acc.

**Fighting Aces**, (Fictioneers, Inc.) 210 E. 43rd St., New York. (Bi-M) War-air stories. ½c, Acc.

**G-8 and His Battle Aces**, (Popular) 205 E. 42nd St., New York. (M-10) Closed market. Wm. Fay.

**Lone Eagle**, The, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Thrilling old-war and to-day's war-air and commercial air short-stories 1000-6000. Leo Margulies, Ed. director. 1c up, Acc.

**Sky Aces**, (Ace Mags.) 67 W. 44th St., New York. (Q-15) Not now in market for MSS. Herb Powell.

**Sky Fighters**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Thrilling old world war and today's war-air short-stories 1000-6000, novels 15,000. Leo Margulies, Ed. director. 1c up, Acc.

**Wings**, (Fiction House) 461 8th Ave., New York. (Q-20) Modern, up-to-date war-air novelettes 15,000. Malcolm Reiss. 1c, Acc.

## SUPERNATURAL—WEIRD—HORROR

**Dime Mystery**, (Popular) 205 E. 42nd St., New York. (M-10) Thrills, fantastic detective-mystery action in novels 17,000; novelettes 9000-10,000; short-stories up to 5000; love interest. Rogers Terrill, Ed. director; Steve Farrelly, Ed. 1c up, Acc.

**Fantastic Novels**, (Munsey) 280 Broadway, New York. (M) Short-stories 2000-6000. Mary Gnaedinger. Good rates, Acc.

**Horror Stories**, (Popular) 205 E. 42nd St., New York. (Bi-M-15) Mystery, terror short-stories up to 6000; novelettes 10,000-15,000. Rogers Terrill, Ed. Dir.; Steve Farrelly, Ed. 1c up, Acc.

**Red Star Mystery**, (Munsey) 280 Broadway, New York. (M) Stories of the supernatural with logical explanation; lead novel on contract only; novelettes, 10,000-12,000; short-stories 2000-6000. Good rates, Acc.

**Strange Stories**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Weird, uncanny short-stories, novelettes. Leo Margulies, Ed. director. ½c, Acc.

**Terror Tales**, (Popular) 205 E. 42nd St., New York. (Bi-M-15) Mystery-terror short-stories with eerie overtones, love interest, 5000; novelettes 10,000; novels 17,000. Rogers Terrill, Ed. director; Steve Farrelly, Ed. 1c up, Acc.

**Thrilling Mystery**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Horror-terror stories, detective-mystery angle, woman interest, 1000-10,000. Query on 20,000-word lead novels. Leo Margulies. 1c up, Acc.

**Weird Tales**, 9 Rockefeller Plaza, New York. (Bi-M) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 6000; novelettes up to 15,000; verse up to 30 lines. D. McIlraith. 1c, verse 25c line, Pub.

## SCIENCE FICTION—FANTASY

**Amazing Stories**, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-20) Science-fiction short-stories 2000-5000, novelettes 10-12,000; novels 15-30,000; non-fiction science articles 500-1500. B. G. Davis. 1c up, Acc.

**Astonishing Stories**, (Fictioneers, Inc.) 210 E. 43rd St., New York. (Bi-M) Science short-stories novelettes. ½c, Acc.

**Outstanding Science Fiction**, (S. & S.) 79 7th Ave., New York. (M-20) Science short-stories up to 6000, novelettes 10-12,000, 15-18,000; serials 24-60,000. John W. Campbell, Jr. 1c up, Acc.



**Captain Future**, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Book-length novel on assignment. Short pseudo-science stories 1-6000. Leo Margulies, Ed. director.  $\frac{1}{2}$ c. Acc.

**Famous Fantastic Mysteries**, (Munsey) 280 Broadway, New York. (M-15) Fast-moving science-fiction, space-adventure, weird short-stories 4000-9000. Miss Mary Gnaedinger. Good rates, Acc.

**Fantastic Adventures**, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-10) Pseudo-science short-stories 2500-8000, novelettes 10-12,000, 15-30,000. B. G. Davis. 1 to 2c. Acc.

**Future Fiction**, (Double Action) 60 Hudson St., New York. (Bi-M-15) Pseudo-science, fantasy short-stories, novelettes.  $\frac{1}{2}$ c up. Pub. (Slow.)

**Marvel Science Stories** (Red Circle) 330 W. 42nd St., New York. (Bi-M-15) Stories with future science or fantastic background 2000-10,000. Robert O. Erisman.  $\frac{1}{2}$  to  $\frac{1}{2}$ c. Acc.

**Planet Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Thrilling short-stories, novelettes of future worlds. Must have good adventure feel. Malcolm Reiss. 1c. Acc.

**Science Fiction**, (Double Action) 60 Hudson St., New York. (B-M-15) Pseudo-science short-stories, novelettes.  $\frac{1}{2}$ c up. Pub.

**Startling Stories**, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Book-length science-fiction novels, short-stories. Leo Margulies, Ed. director.  $\frac{1}{2}$ c up. Acc.

**Super Science Stories**, (Fictioneers, Inc.) 210 E. 43rd St., New York. (Bi-M) Science-fiction short-stories, novelettes. Frederik Pohl.  $\frac{1}{2}$ c. Acc.

**Thrilling Wonder Stories**, (Thrilling) 22 W. 48th St., New York. (M-15) Pseudo-scientific adventure stories up to 10,000. Leo Margulies. 1c up. Acc.

**Unknown**, (S. & S.) 79 7th Ave., New York. (M-20) Short-stories, novelettes, novels, of pure fantasy. Off-trail verse up to 16 lines. John W. Campbell, Jr. 1c up. Acc.

### WESTERN LOVE FICTION

**North West Romances**, (Fiction House) 461 8th Ave., New York. (Q-20) North-West short-stories, novelettes, romantic flavor. Malcolm Reiss. 1c. Acc. (Overstocked.)

**Ranch Romances**, (Warner) 515 Madison Ave., New York. (Bi-W-15) Western love short-stories 4000-6000; novelettes 10-12,000; serials 25-30,000; serials under 60,000; fillers up to 500; verse. Fanny Ellsworth. 1c. Acc.

**Rangeland Romances**, (Popular) 205 E. 42nd St., New York. (M-10) Emotional love short-stories, old West, woman's viewpoint 5000, novelettes 9000; novels 15,000, articles 1000. Rogers Terrill, Ed. director; Willard Crosby, Ed. 1c up. Acc.

**Romance Round-up**, (Ace Mags.) 67 W. 44th St., New York. (M-15) Western love short-stories 3000-5000, novelettes 10-12,000. Harry Widmer.  $\frac{1}{2}$ c up. Acc.

**Romantic Range**, (S. & S.) 79 7th Ave., New York. (M-10) Western love short-stories 3000-5000, novelettes 8500-10,000; novels 12,500. Marion E. Millhauser. 1c up. Acc.

**Thrilling Ranch Stories**, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Romantic action Western short-stories, novelettes 1000-10,000, novels 20,000; mostly girl's viewpoint. Leo Margulies. 1c up. Acc.

### ROMANTIC LOVE

**All Story Love**, (Munsey) 280 Broadway, New York. (W-10) Romantic fiction based on emotional conflict; short-stories 4000-6000; novelettes up to 10,000; short serials 25,000-30,000. Miss Amita Fairgrieve. Good rates, Acc.

**Complete Love**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Love short-stories, novelettes, up to 10,000. Rose Wyn.  $\frac{1}{2}$ c. Acc.

**Love Book Magazine**, (Popular) 205 E. 42nd St., New York. (M-10) Glamorous love short-stories, novelettes, 3000-12,000; little verse. Jane Littell. 1 to 2c. Acc.

**Love Fiction Monthly**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Plausible, well-written love short-stories 2000-7000; strongly dramatic novelettes 8000-12,000. Romantic verse. Rose Wyn. 1c up, verse 25c line. Acc.

**Love Novel of the Month**, (Munsey) 280 Broadway, New York. (Bi-M) Novels 45,000, short-stories. Amita Fairgrieve. 1c up. Acc.

**Love Short Stories**, (Fictioneers, Inc.) 210 E. 43rd St., New York. (Bi-M) Romantic fiction.  $\frac{1}{2}$ c. Acc.

**Love Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-10) Modern love short-stories 3000; novelettes 6500; 2 to 4-part serials, installments 5000-7000; verse up to 16 lines. Daisy Bacon; Esther J. Ford. Good rates, Acc.

**Popular Love**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Smart, sophisticated love short-stories, from girl angle, 1000-6000, novelettes 8000-10,000. Leo Margulies. 1c up. Acc.

**Romantic Love**, (Double Action) 60 Hudson St., New York. (Bi-M) Thrill person love short-stories, novelettes up to 15,000. Lois Allen.  $\frac{1}{2}$  to 1c. Pub.

**Sweetheart Stories**, (Dell) 149 Madison Ave., New York. (M-10) Modern young-love short-stories, strong conflict, 4500-7500. No short shorts or serials. Novels 25,000-30,000, novelettes 10,000-20,000. Jeanne Hale. 1 to  $1\frac{1}{2}$ c. Acc.

**Ten Story Love**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Love short-stories, novelettes, up to 10,000. Rose Wyn. 1c up. Acc.

**Thrilling Love Magazine**, (Thrilling) 22 W. 48th St., New York. (M-10) Love short-stories 1000-6000; novelettes, 8000-10,000; novels 15,000, girl's viewpoint. Leo Margulies, Ed. Director. 1c up. Acc.

**Variety Love**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Love short-stories, novelettes, up to 10,000. Rose Wyn.  $\frac{1}{2}$ c up. Acc.

### SEX FICTION

**Breezy Stories**, 55 W. 3rd St., New York. (M-15) Love short-stories with sex interest 4000-5000; novelettes 8000-10,000. Phil Painter. 1c. Pub. (Slow.)

**Spicy Adventure Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Exotic adventure short-stories involving girls and love up to 5000. Lawrence Cadman. 1c. Acc.

**Spicy Detective Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Thrilling detective short-stories up to 5000, strong girl interest. Lawrence Cadman. 1c. Acc.

**Spicy Mystery Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (Bi-M-25) Mystery short-stories with girl interest 2500-5500, eerie and terror angles. Lawrence Cadman. 1c. Acc.

**Spicy Western Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (Bi-M-25) Western short-stories, up to 5000, realistic girl-love interest. Lawrence Cadman. 1c. Acc.

**Stocking Parade**, The, (Arrow Pubs.) 125 E. 46th St., New York. (M) Clever, sexy short-stories, 2500-3500, short shorts 1000; fictionalized articles up to 2500; verse, jokes, fillers. Fair rates, Pub.

### TRUE CONFESSION

**Confession Novel of the Month**, (Munsey) 280 Broadway, New York. (M) Short-stories, 45,000 up. Marion Shear. 1c. Pub.

**Life Story**, (Fawcett) 1501 Broadway, New York. (M-10) First-person, confession short-stories, serials, accent on biographical details. Miss Beatrice Lubitz, Supervising Ed. 2c up. Acc.

**Love and Romance**, (Macfadden) Chanin Bldg., New York. (M-15) True, first-person short-stories 1500-7500; serials 15,000-35,000. Henry Lieferant. 2 to 4c. Acc.

**Modern Romances**, (Dell) 149 Madison Ave., New York. (M-10) First-person real-life short-stories up to 7500; 3 and 4-part serials 6000-7500 per installment; short shorts under 3000; book-lengths 18-20,000; true letters 1000; frequent contests for big cash prizes. Hazel Berge. 2c. Acc.

**Personal Romances**, (Ideal) 122 E. 42nd St., New York. (M-10) First-person romances, confession type, strong emotional problem; development of character through experience, 2000-5000, novelettes 6000-7500; light verse. Ethel M. Pomeroy. 1c. Acc.

**Popular Romances**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Dramatic, sensational first-person love stories 1000-10,000. Leo Margulies, Ed. Dir.  $\frac{1}{2}$ c. Acc.

**Red Star Love Revelations**, (Munsey) 280 Broadway, New York. (M) First person novelettes, to 10,000. Marion Shear. 1c. Pub.

**Romantic Story**, (Fawcett) 1501 Broadway, New York. (M-10) First person, confession short-stories, stronger romantic-sex angles 4000-7000, serials up to 15,000, articles 3000-4000; short shorts 1000-2500. Miss Beatrice Lubitz, Supervising Ed. 2c up. Acc.

**Secrets**, (Ace Mags.) 67 W. 44th St., New York. (M) Dramatic, first-person stories from real life. Shorts 3000-6000, novelettes 15,000. Rose Wyn. Up to 2c. Acc.

**Secret Confessions**, (Munsey) 280 Broadway, New York. (M) Short-stories, 2500-7000. Marion Shear. 1c. Pub.

**Thrilling Confessions**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Sensational, real life, first-person love stories 1000-8000. Leo Margulies, Ed. director. 1c. Acc.

**True Confessions**, (Fawcett) 1501 Broadway, New York. (M-10) First-person, confession short-stories 4500-6000, based on sex and romance problems; novelettes 20,000, serials up to 25,000; articles covering social problems, love, marriage, divorce. Miss Beatrice Lubitz. 2c up. Acc.

**True Experiences**, (Macfadden) Chanin Bldg., New York. (M-10) True first-person short-stories, serials 15,000-35,000. Henry Lieferant. 2c up. Acc.

**True Romances**, (Macfadden) Chanin Bldg., New York. (M-20) True first-person short-stories 1000-8000; true-story serials 15,000-35,000. Henry Lieferant. 2c up. Acc.

**True Story Magazine**, (Macfadden) Chanin Bldg., New York. (M-15) True first-person short-stories; serials 25,000-40,000. William Jordan Rapp. 2c. Acc.

### TRUE DETECTIVE

**Actual Detective**, 731 Plymouth Ct., Chicago. (M-15) Fact detective stories of crimes involving women. H. A. Keller. 2c. Acc.

**Complete Detective Cases**, (Red Circle) 330 W. 42nd St., New York. (Bi-M) Fact articles on crime cases with sex, horror, and gore elements, 4000-6000, official by-lines preferred. Robert Leuce. 1c up, photos \$2 to \$3. Acc.

**Crime Confessions**, 11 E. 44th St., New York. (M-15) First-person stories by persons involved in current crimes, 3000-8000; particularly convicted women criminals. Query. Lionel White.  $1\frac{1}{2}$ c and up, photos extra, Acc.

**Crime Detective**, 11 E. 44th St., New York. (M-25) Fact detective stories, current, human emotion, sex angle 3000-5000; pictures dealing with crime. Lionel White.  $1\frac{1}{2}$ c and up, photos extra, Acc.

**Daring Detective**, (Country Press) 1501 Broadway, New York. (M-10) Solved murder mysteries with accent on woman angle and sex. All fact stories. Author must supply photographs. Always query the editor. Leonard Diegre. 2c up, \$3 for every photograph used. Acc.

**Dynamic Detective**, (Country Press) 1501 Broadway, New York. (M-10) Dramatic fact stories of crime, chiefly solved murders. Must supply photographs. Always query the editor. Leonard Diegre. 2c up, \$3 for every photograph used. Acc.

**Front Page Detective**, (Dell) 149 Madison Ave., New York. (M-10) True stories of detective investigations, preferably under official by-lines; strong woman and mystery elements necessary. Hugh Layne. 2c, photos \$3. Acc.

**Headline Detective**, (Dell) 149 Madison Ave., New York. (M-10) True stories with pictures involving crimes of passion up to 5000. Good mystery angle necessary. Official by-line preferred. West F. Peterson.  $1\frac{1}{2}$ c, photos \$3. Acc.

**Inside Detective**, (Dell) 149 Madison Ave., New York. (M-10) True stories of crime investigation under official by-line, 1000-6000; preferably with woman interest. W. A. Swanberg. 2c up, photos \$3 up. Acc.

**Master Detective**, The, (Macfadden) Chanin Bldg., New York. (M-15) True crime stories 4000-7000. John Shuttleworth. 2c, photos \$1 to \$5. Acc.

**Official Detective**, 731 Plymouth Ct., Chicago. (M) True detective crime-detection stories under official by-line 5000-7000; photos. H. A. Keller. 2c. Acc.

**Real Detective**, 250 Park Ave., New York. (M-25) True illustrated crime stories; 5000-6000; authenticated exposure. Arthur Melford.  $1\frac{1}{2}$ c, photos \$2 to \$3. Acc. Buy very few outsider stories.

**Startling Detective**, (Country Press) 1501 Broadway, New York. (M-15) Dramatic fact stories of crime, chiefly solved murders. Must supply photographs. Always query the editor. Leonard Diegre. 2c up, \$3 for every photograph used. Acc.

**True**, (Country Press) 1501 Broadway, New York. (M-25) Unusual, exciting and sensational true stories of crime, adventure and mystery, with accent on sex. Photographs must be supplied with stories. Always query the editor. Horace Brown. 2c up, \$3 for every photograph used. Acc.

**True Detective Mysteries**, (Macfadden) Chanin Bldg., New York. (M-25) True detective, crime stories with actual photos, under official by-line, 4000-7000; serials, installments of 6000-7000. Send for detailed instructions and case cards. John Shuttlesworth. Basic rate 2c, photos \$2 to \$5, Acc.

**Undercover Detective Stories**, 1614 N. Broad St., Philadelphia. (M) Illustrated fact-fiction detective stories 1500-5000; fillers on crime topics 50-250. Send synopsis first. J. Clark Samuel. Indefinite rates, Acc.

## RURAL—AGRICULTURAL

### BROAD GENERAL APPEAL

**American Agriculturist**, Savings Bank Bldg., Ithaca, N.Y. (Bi-W) Poems \$2 apiece, Pub. Cartoons. E. R. Eastman.

**Aviculture**, Progress-Bulletin Publishing Co., Pomona, Calif. (M) News, articles, 1000-2500; of interest to foreign cage and aviary bird breeders, photographs, short poems. Halley Stewart. No payment.

**Canadian Countryman**, 204 Richmond St., W., Toronto, Canada. (W) Adventure short-stories 3-4000. Daniel McKee. Varying rates. Pub.

**Capper's Farmer**, Topeka, Kan. (M) Authenticated experience articles on farming 300-800; jokes. Ray Yarnell. 1c up, jokes \$1, Acc.

**Country Gentleman**, (Curtis) Independence Sq., Philadelphia. (M-5) Short-stories 3500-6000; serials; general articles 2000-3500; articles for women; humorous sketches; jokes. Philip S. Rose. First-class rates, Acc.

**Country Guide and Nor' West Farmer**, Winnipeg, Manitoba, Canada. (M-5) First or second rights to serials 50-80,000; short-stories 2500-4500; rural appeal. Girl's page items, household photos; verse. Amy J. Roe, household Ed. ½c up, Acc.

**Family Herald and Weekly Star**, P. O. Box 4005, Place D'Armes Postal Sta., Montreal, Que., Canada. (W-5) A farm and rural home magazine. Short-stories; featurettes on live or curious topics, 600-1500, photos; agricultural articles of interest to Canadian farmers. R. S. Kennedy. \$3.15 column, Pub.

**Farm Journal and Farmer's Wife**, Washington Square, Philadelphia. (M-5) Agricultural articles with photos 300-600; short-stories of youthful romance, novelettes 15,000. Cartoons. Arthur H. Jenkins. 2c up, fiction 5c up, Acc.

**Home and Farm**, Rm. 412, 75 E. Wacker Dr., Chicago. (M-free) How-to-do-it material of practical value to the farmer and his wife; improvement of farm home and living and working conditions; photos; cartoons. Louise M. Comstock. 1½c, photos, \$2.50, Pub.

**Michigan Farmer**, 1632 W. Lafayette Blvd., Detroit, Mich. (Bi-W-5) Short articles of special interest to Michigan farmers, cartoons, photos, artwork. Milton Grinnell. \$3 column, Pub.

**Progressive Farmer**, Commercial Realty Bldg., Birmingham, Ala. (M) Short-stories, Southern appeal, 1500-4000, (submit to Dallas, Tex., office, 1105 Insurance Bldg.) Eugene Butler. 2c, Pub. (Overstocked.)

**Rural Progress**, 22 W. Monroe St., Chicago. (M-10) In process of reorganization.

**Southern Agriculturist**, Nashville, Tenn. (M-5) Articles; western, detective, mystery short-stories, 800-4000; miscellany of Southern rural interest; photos, cartoons, cartoon ideas, children's stories, cover designs. J. E. Stanford. Fair rates, Acc. for fiction, cartoons; Pub. for articles.

**Successful Farming**, (Meredith) Des Moines, Ia. (M-5) Action short-stories with love interest up to 4500. Agricultural articles; verse, fillers, jokes, news items, photos, cartoons. Kirk Fox. Fiction 3c, articles, etc., 1½c, verse 25c line, Acc.

### REGIONAL FARM MAGAZINES

In general, farm periodicals require material relating to farm interests, preferably relating to their territory or specialty. Rates average \$5 to \$10 per article, usually on publication.

**California Cultivator**, 317 Central Ave., Los Angeles.

**Canadian Horticulture and Home Magazine**, Oshawa, Ont., Canada.

**Dakota Farmer**, 1216 S. Main St., Aberdeen, S. D.

**Farm & Ranch**, 3306 Main St., Dallas, Tex.

**Farmer**, The, 55 E. 10th St., St. Paul, Minn.

**Farmer Magazine**, The, 73 Richmond St., W., Toronto, Canada. (M)

**Farmer-Stockman**, 500 N. Broadway, Oklahoma City, Okla.

**Indiana Farmer's Guide**, Huntington, Ind.

**Kansas Farmer**, 8th and Jackson St., Topeka, Kans.

**Missouri Ruralist**, 8th and Jackson St., Topeka, Kans.

**Nebraska Farmer**, 1400 "P" St., Lincoln, Nebr.

**Ohio Farmer**, 1013 Rockwell Ave., N. E., Cleveland, O.

**Pacific Northwest Farm Trio** (Washington Farmer, Oregon Farmer, Idaho Farmer) 404 Review Bldg., Spokane, Wash.

**Pacific Rural Press**, 83 Stevenson St., San Francisco. (B-W-5)

(Staff-written.)

**Pennsylvania Farmer**, 7301 Penn Ave., Pittsburgh, Pa.

**Prairie Farmer**, 1230 W. Washington Blvd., Chicago.

**Rural New Yorker**, 333 W. 30th St., New York, N.Y.

**Southern Farmer**, 12 N. Lawrence St., Montgomery, Ala.

**Wallace's Farmer & Iowa Homestead**, 1912 Grand Ave., Des Moines, Ia.

**Western Farm Life**, 1520 Court Pl., Denver, Colo. (Almost no outside material.)

**Wisconsin Agriculturist & Farmer**, 1125 6th St., Racine, Wis.

### HORTICULTURAL—LIVE STOCK—ETC.

**American Fruit Grower**, 1370 Ontario St., Cleveland, O.

**American Poultry Journal**, 536 S. Clark St., Chicago.

**Breeders' Gazette**, Spencer, Ind.

**Dixie Farm & Poultry Journal**, 110 7th Ave., N., Nashville, Tenn.

**Electricity on the Farm**, 24 W. 40th St., New York.

**Everybody's Poultry Magazine**, Hanover, Pa.

**Hoard's Dairymen**, Fort Atkinson, Wis.

**National Livestock Producer**, 160 N. La Salle St., Chicago. (M-5)

**Poultry Item**, Sellersville, Pa.

## MISCELLANEOUS

### ART—PHOTOGRAPHY

**Camera Craft**, 425 Bush St., San Francisco, Calif. (M) Articles on technical and artistic aspects of photography for advanced amateurs 1500-2500; good photos necessary. George Allen Young. ½c up, \$1 per illustration, Pub.

**Camera**, The, 153 N. 7th St., Philadelphia. (M-25) Practical illustrated articles on photography and amateur cinematography 200 to 1500. No poetry. Frank V. Chambers. ½c, Acc.

**Everyday Photography**, 67 W. 44th St., New York. (M-15) Articles with photos slanted to help amateur photographers, up to 1500; exposure data must accompany photos. Thomas A. Blanchard. 1½c, photos \$3 up, Pub. Query first.

**Good Photography**, also **Photograph Handbook**. (Fawcett) 1501 Broadway, New York. (Twice yearly, 50c. Articles of interest to amateur photographers, good illustrations. Stanley Gerstin. Good rates, kinks \$3, Acc.

**Home Movies**, 6060 Sunset Blvd., Hollywood, Calif. (M-25) Illustrated articles on amateur movie making, 100-2000; brief fillers; sketches and descriptions of movie making gadgets. 1c, photos \$1, Pub.

**Minicam—The Miniature Camera Monthly**, 22 E. 12th St., Cincinnati. (M-25) Instructive articles on photography, with or without illustrations. Query. Will Lane. 1c up, photos \$3 up, Acc.

**Photo Technique**, (McGraw-Hill) 330 W. 42nd St., New York. (M-50) Technical photography articles up to 2000, photos. Keith Henney. 1c, photos \$5, Pub.

**Pictures**, The **Snapshot Magazine**, 343 State St., Rochester, N.Y. (M-free) Amateur snaps, all subjects; no "candid" shots; no enlargements. Wyatt Brummitt. \$3, Acc.

**Popular Photography**, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-25) Unusual articles on photography 1000-2500, semi-technical features, photographic success stories, how-to-make-it; brief articles 100-750, striking photos. B. G. Davis. 1 to 2c up, photos \$3-\$5, Acc.

**Professional Art Magazine**, 320 W. Doty St., Madison, Wis. (Bi-M-25) How-to-do-it articles on art techniques 500-1500 or series. Ben Dugger. ½c or ad exchange, Pub.

**U. S. Camera Magazine**, 122 E. 42nd St., New York. (Bi-M-50) Articles on photography; photos. Philip Andrews. \$25 to \$100 per feature, Pub.

### ASTROLOGY—OCCULTISM

**American Astrology Magazine**, 1472 Broadway, New York. (M-25) Astrological articles, essays, short-stories 3000; novelettes, serials, verse, news items. Paul G. Clancy. 1c, Pub.

**Astrology—How It Affects Your Life** (Astro Dist. Corp.) 67 W. 44th St., New York. (Q-25) Astrological material 1200-1500. Hugh Howard. ½c to 1c, Pub.

**Astrology Guide** (Astro. Dist. Corp.) 67 W. 44th St., New York. (B-M-25) Astrological material. ½c to 1c, Pub.

**Everyday Astrology (Thrilling)** 22 W. 48th St., New York. (M) Astrological articles, largely staff-written. Good rates, Acc.

**Horoscope**, (Dell) 149 Madison Ave., New York. (M) Astrological articles, largely staff-written. Good rates, Acc.

**International Astrology Magazine**, 122 E. 42nd St., New York. Articles on astrological subjects. David Lee Norman. Payment by arrangement.

**Today's Astrology**, (Magna Pubs.) Mt. Morris, Ill. (Bi-M-25) Astrological articles written for laymen. Irvin Ray. ½c, Pub.

**World Astrology Magazine**, 480 Lexington Ave., New York. Only material which is submitted by informed and experienced astrologers. R. C. Roberts. Rate not stated.

### AVIATION

**Air Trails**, (S. & S.) 79 7th Ave., New York. (M-15) Modern aviation short-stories; air articles 2000-3000. C. B. Colby. 1c up, Acc.

**Flying Aces**, (Ace Mags.) 67 W. 44th St., New York. (M-15) Dramatic air articles and modern experience features 1500-3000, with illustrations; aviation jokes, humorous aero verse up to 5 lines; news air photos. Herb Powell. 1c, photos \$1, Pub.

**Popular Aviation**, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-25) Popularized, accurate non-fiction aviation feature articles, any phase of present-day aviation; must have good photos, 2500. Also seeking "scoop" photos. B. G. Davis, Ed.; Max Karant, Mng. Ed. 1 to 2c, Acc.

**Sportsman Pilot**, The, 515 Madison Ave., New York. (M) Articles on all phases of private aviation 1500-2500. Charles H. Gale. 1c, Pub.

### BOATING

**Motor Boat with which is combined Power Boating**, 63 Beekman St., New York. (M-20) Articles of interest to boat owners. Gerald T. White. ½c to 3c, Acc.

**Rudder**, The, 9 Murray St., New York. (M-35) Illustrated how-to-do-it articles on every phase of boating, 1500. Wm. F. Crosby, 1c, photos \$3, Pub.

### DANCING

**American Dancer**, 250 W. 57th St., New York. (M-25) Feature articles on the dance, interviews with famous people in the dance field, 1000-1500. Ruth Eleanor Howard. 1c, Pub.

**Dance**, 30 Rockefeller Plaza, New York. (M-25) Articles on dance-teaching and stage, 1200; news items. Prefers query. Paul R. Milton. 1c, Pub.

## EDUCATIONAL

**Better English**, 152 W. 42nd St., New York. (M-25) Articles on Better English (speech correction from physicians only), 1500-2500. Lily Sunshine Levey, associate Ed. Low rates, Pub.

**Grade Teacher, The**, (Educ. Pub. Corp.) Darien, Conn. (M-30) Articles on methods in elementary grades; short-stories for little children up to 500. Florence Hale.  $\frac{1}{2}$ ¢, Pub.

**Industrial Arts and Vocational Education**, 540 N. Milwaukee St., Milwaukee, Wis. (M except July & Aug.-35) Vocational articles. John J. Metz.  $\frac{1}{2}$ ¢, Pub. (Overstocked.)

**Instructor, The**, (F. A. Owen Pub. Co.) Dansville, N.Y. (M-30) Prefers articles by teachers on school-room helps. Helen Mildred Owen. Good rates, Acc.

**Practical Home Economics**, 468 4th Ave., New York. (M-20) Articles on nutrition, foods, homemaking, clothing, child care, home management and consumer education, for the home economics teacher, 1500-2000. Blanche M. Stover.  $\frac{1}{2}$  to 1¢, Pub.

**Progressive Teacher**, Morristown, Tenn. (Ten Mo.-25) Articles on projects and methods usable by teachers and educators; short-stories for school-age children; verse for recitations. M. S. Adcock. \$1.50 page, Pub.

**School Activities**, Topeka, Kans. (M-25) Money-making plans, stunts, entertainment material, up to 2000. H. C. McKown,  $\frac{1}{2}$ ¢, Pub.

**Vocational Trends**, (Science Research Associates) 600 S. Michigan Ave., Chicago. (M-25) Factual articles on occupational trends and job opportunities primarily for young people, up to 2000. Pictures, cartoon ideas. Lyle M. Spencer, 1¢, Pub.

## HEALTH—HYGIENE—PHYSICAL

**Baby Talk**, 424 Madison Ave., New York. (M) Articles on pre-school care of children 1000-2000. 1¢ (\$15 min., \$20 max.), Pub.

**Facts of Life, The**, 20 Vesey St., New York. (M-25) Articles dealing with venereal disease, marriage, divorce, childbirth, etc., 2000 up. \$15 per article, Pub. (Payment very slow.)

**For Married People Only**, (Your Guide Pubs.) 67 W. 44th St., New York. (Q-25) Articles solving marital problems, 1200-1500, by medical doctor-writers.  $\frac{1}{2}$ ¢, Pub.

**Healthkeeping—The Self-Betterment Magazine**, 1841 Broadway, New York. (Bi-M-10) Romantic, outdoor, adventure, marriage short-stories, novelettes; serials 35,000; articles on health, diet, exercise, homemaking; essays, fillers, photos. David A. Balch. 1¢, photos \$3, Pub.

**Hygiene, The Health Magazine**, 535 N. Dearborn St., Chicago. (M-25) Short-stories with health angle, medical background; authentic articles on nutrition, mental hygiene; verse, photos, cartoons. Dr. Morris Fishbein. 1¢ up, Acc.

**Industrial Medicine**, 540 N. Michigan Ave., Chicago. (M-50) Material on occupational diseases, traumatic surgery. A. D. Cloud, M.D. 1¢, Pub.

**Modern Medicine**, 84 S. 10th St., Minneapolis. (M-25) Terse, crisp, vivid news abstracts of medical subjects; photos, illustrations of medical interest. J. Thornwall Witherspoon, M.D. Rates not stated.

**Physical Culture**, (Macfadden) 122 E. 42nd St., New York. (M-25) Health articles, self-told adventures in health, personal problems, happiness, power of achievement, 3-4000; 12-15,000; Ann Gurley. Good rates, photos \$3 to \$5, Acc.

**R. N., a Journal for Nurses**, Rutherford, N. J. (M-controlled) Articles, factual or human-interest, pertaining to nursing, 1000-1500. Dorothy Sutherland, Mng. Ed.  $\frac{1}{2}$ ¢ up, Pub.

**Sex Guide**, (Your Guide Pubs.) 67 W. 44th St., New York. (Bi-M-25) Informative, scientific articles on sex and life conduct, 1000-1500, by medical doctor-writers. Jules Carter Saltman.  $\frac{1}{2}$ ¢, Pub.

**Sociology**, (Gernsback) 20 Vesey St., New York. (M-25) Medical, psychological articles preferably by physicians.  $\frac{1}{2}$  to 1¢, Pub.

**Trained Nurse & Hospital Review**, 468 4th Ave., New York. (M-20) Articles on nursing, hospital, public health subjects 500 to 2800. Christmas fiction, Aug. 1. Meta Pennock. \$4 to \$5 per page (725 wds.), after Pub.

**True Health Stories**, Emmaus, Pa. Articles by and of individuals who have cured themselves of physical and mental ills. J. I. Rodale.  $\frac{1}{2}$ ¢, Pub.

## HOME—GARDENING—BUILDING—LANDSCAPING

**American Home**, The, 444 Madison Ave., New York. (M-10) Practical articles with illustrations pertaining to home, interior decorating, building, gardening, food, 1200 to 1500. Mrs. Jean Austin. Varying rates, Pub.

**Arts and Decoration**, (Robt. M. McBride) 116 E. 16th St., New York. (M-35) Articles, essays, dealing with distinctive homes; the arts, entertainment, decorating, furniture, household equipment; photos, art work; witty editorials on indoor living. Mary Fanton Roberts, editor. Varying rates, Pub.

**Better Homes & Gardens**, (Meredith) 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, building, foods, furnishings, home-improvement articles, 1500. Frank McDonough. 2¢ up, usual photo rates, Acc. "Whims and Hobbies" squibs with proof \$2 each, Pub.

**Canadian Homes & Gardens**, (Maclean) 481 University Ave., Toronto, Canada. (M-25) Home and garden articles up to 2000, photos. Canadian interest only. J. Herbert Hodgins. 1¢, Pub.

**Country Life**, 1270 6th Ave., New York. (M-50) Illustrated gardening, sports, interior decorating, country estates, travel articles 1500-2000; good photos essential. Peter Vischer. Varying rates, Pub.

**Home Desirable**, The, 75 E. Wacker Dr., Chicago. (M-controlled) Articles on home modernization through plumbing and heating 900; short how-to-do-it items; cartoons, photos. Human interest features for family. Louise M. Comstock.  $\frac{1}{2}$ ¢, Pub.

**House and Garden**, (Conde Nast) Lexington Ave., New York. (M-35) Home decoration, gardening, landscape, unusual travel and architectural articles. Richardson Wright. Good rates, Acc.

**Houses Beautiful Combined with Home and Field**, (Hearst) 572 Madison Ave., New York. (M-35) Articles on home-building, planning, decorating, furnishing, gardening (illustrated preferred) 1500-1800; fillers, art work, photos. K. K. Stowell. Good rates, Acc.

**Sunset**, 576 Sacramento St., San Francisco. (M-10) News items, photos, about Pacific Coast gardens, foods, home building, modernization, travel, outdoors, up to 500; personalities; how-to-do and how-to-make Western outdoor material, all from Westerners only. Walter Doty. Moderate rates, Pub.

## MOTORING

**Automobile & Trailer Travel**, 35 E. Wacker Dr., Chicago. (M) Articles for automobile and trailer tourists. Karl Hale Dixon. Rates not at hand.

**Motor Topics**, 22 E. 12th St., Cincinnati, O. (M) Newsy photos and captions of interest to motorists. 1¢, photos \$2, Pub. N. R. Meyer. \$5 printed page, Pub.

**Studebaker Wheel**, The, Studebaker Corporation, South Bend, Ind. (M) Short illustrated articles of general interest to the motorist. Walker G. Everett. Good rates, Pub.

## MUSICAL

**Diapason**, 306 S. Wabash Ave., Chicago. (M-15) Articles on organs, organists, church music, recital programs, reviews, 100-1000. S. E. Gruenstein. \$2 to \$4 col., Pub.

**Down Beat**, 608 S. Dearborn St., Chicago. (2M-15) Feature matter, "hot" news of modern dance music and bands, 1500. Carl Cons, Mng. Ed.; Dave Dexter, associate.  $\frac{1}{2}$ ¢ up, Pub.

**Etude Music Magazine**, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogies, 200-2000; photos, cartoons. James Francis Cooke. \$4 column (600 words), Pub.

**Jacobs' Orchestra Monthly**, also **Jacobs' Band Monthly**, 120 Boylston St., Boston. (M) Educational articles for school and community orchestras, bands. Arthur C. Morse. Indefinite rates.

**Metronome**, 119 W. 57th St., New York. (M-25) News of popular bands and orchestras, staff written. Geo. T. Simon, Richard B. Gilbert. Indefinite rates, Pub.

**Musical Forecast**, 514 Union Trust Bldg., Pittsburgh, Pa. (M-20) News items of interest to musicians. David H. Light. \$1 per column, Pub.

**Swing**, 55 W. 42nd St., New York. (M-15) Articles in popular music field, personality sketches, 1000-1500, with photos; cartoons. Richard M. George. Rates not stated.

## OUTDOOR—HUNTING—FISHING—FORESTRY

**Alaska Sportsman**, The, Ketchikan, Alaska. (M-15) True stories, Alaska interest, 2000-5000; outdoor fact articles; Alaska sport cartoons, photos. Emery F. Tobin.  $\frac{1}{2}$ ¢, Pub.

**American Forests**, 919 17th St., N.W., Washington, D. C. (M-35) Articles on trees, forests, outdoor recreation, travel, exploration, 2500; outdoor photos. Ovid Butler. 1¢ up, Acc.

**American Rifleman**, The, 1600 Rhode Island Ave., Washington, D.C. (M-25) Authentic illustrated gunsmithing, shooting, ammunition, ballistic articles, hunting stories, preferably 3000. Laurence J. Hathaway. About 1¢, Pub. (Overstocked.)

**Field and Stream**, (Warner) 515 Madison Ave., New York. (M-15) Illustrated camping, fishing, hunting articles, 2500-3000. Ray P. Holland. 1¢ up, Acc.

**Fur-Fish-Game**, 174 Long St., Columbus, O. (M-15) Fishing, hunting, fur-raising articles by authorities; true Indian and frontier stories 2000-2500. A. V. Harding.  $\frac{1}{2}$ ¢ up, Acc.

**H-T-T Outdoorsman**, 386 E. 4th St., Columbus, O. (M-15) Fur-farming, fishing, trapping, hunting-dog, big-game articles, outdoor photos. Otto Kueschler.  $\frac{1}{2}$ ¢, Acc.

**Hunting and Fishing**, 275 Newbury St., Boston. (M-5) Articles on conservation, hunting, fishing, camping, skeet, 1000; short-stories, 1500; short poems; fillers, 100-150; action photos; cartoons. O. H. P. Rodman. 1¢, photos \$3, Pub.

**National Sportsman**, 275 Newbury St., Boston. (M-10) Hunting and fishing articles; short-stories up to 2000; photos, cartoons. H. G. Tappley. Varying rates, usually Pub.

**North American Trapper**, P. O. Box 663, Charleston, W. Va. (M) Practical articles on hunting, fishing, trapping, fur farming, up to 2500 (preferably around 1500); photos, cartoons, outdoor verse. Charley Roy West.  $\frac{1}{2}$  to 1¢, photos 25¢ up, Acc. (Sometimes offers subscriptions in payment.)

**Outdoor Life**, 353 4th Ave., New York. (M-15) Articles on outdoor activities, sportsmen's interests, up to 3000; also kinks, shorts, etc. Raymond J. Brown. Up to 10¢, photos \$3 up, Acc.

**Outdoors Magazines**, 729 Boylston St., Boston. (M-15) Articles on outdoor life.

**Pacific Sportsman**, 580 Market St., San Francisco. (M-15) Articles on amateur sports. Roy M. McDonald. No payment.

**Southern Sportsman**, P. O. Box 16, Austin, Tex. (M-10) Southern hunting and fishing articles 1000-3500; short kinks, brief human-interest, believe-it-or-not material. J. Austell Small. Small payment, cover photos \$5, Acc.

**Sports Afield**, 700 Phoenix Bldg., Minneapolis. (M-15) Stories of actual fishing, hunting trips 1500-2000, good photos. P. K. Whipple. 1 to 2¢, Acc. or Pub.

**Western Sportsman**, (Waterman Pub. Co.) 1009 17th St., Denver, Colo. (M-15) Articles on all phases of outdoor sports in Rocky Mountains, photos, cartoons. Joseph Emerson Smith.  $\frac{1}{2}$  to 1¢, photos \$1, Pub. (Overstocked.)

## PICTURE MAGAZINES

**Click**, 400 N. Broad St., Philadelphia, Pa. Photos, cartoons. Photo series; noteworthy persons. Elliott Curtis; M. Robert Rogers. \$5 per picture, Acc.

**Collegiate Digest**, 323 Fawkes Bldg., Minneapolis, Minn. (W-5) Photos of college activities, occasionally illustrated, \$3 Acc. Norman Lea.

**Friends Magazine**, General Motors Bldg., Detroit. (M) Picture features of interest to Chevrolet car-owners. G. F. Koether. Good rates.

**Life, Time and Life Bldg.**, New York. (W-10) Photos of national and world news events, human-interest picture series, cover photos, photo fillers. \$5 up, Acc.



**Look, Des Moines, Ia.** (BI-W-10) Photos of intense human interest and action. Vernon Pope. \$5 up, Acc.

**Peek, (Bilbara)** 122 E. 42nd St., New York. (BI-M-10) Humorous photos. Adrian Lopez. Indefinite rates, Pub.

**"Pie,"** 153 W. 15th St., New York. (BI-W-10) Photos on sport, Hollywood and Broadway. Charles Payne, A. L. Holmes. \$5 per print, Pub.

**True Pictorial Stories, (Macfadden),** 122 E. 42nd St., New York. (M) Stories of fact, told in pictures; particularly, dramatic stories of glamorous women who have figured in the news. Query. Harold Hersey. 3c up, Acc.

### RELIGIOUS—ETHICAL—HUMANITARIAN

**Ave Maria, The, Notre Dame, Ind.** (W-10) Short-stories 2800-3000; series 15-20 3000-word chapters; articles on Catholic and other themes 3000; poems not over 24 lines. Wholesome juvenile adventure short-stories, serials. Rev. Patrick J. Carroll. C.S.C. \$5 page (700 wds.), poems \$5, Pub.

**Canadian Messenger, The, 160 Wellesley Crescent, Toronto, Ont., Canada.** (M-10) Short-stories, Catholic atmosphere, bright, pointed but not preachy. 3000; no love stories; articles, essays, Catholic interest, 1000-3000. Rev. J. I. Bergin, S.J. ½c, Acc., 1c, Pub. (Overstocked.)

**Christian Advocate, The, (Methodist Book Concern)** 740 Rush St., Chicago. (W-10) Religious, outdoor, rural, missionary short-stories, articles, essays, 1200; verse. T. Otto Nall. ½c, Pub.

**Christian Herald, 419 4th Ave., New York.** (M-25) Interdenominational religious, sociological articles 2500; short-stories 2500; serials 50,000; verse. Daniel A. Poling. Varying rates, Pub.

**Cradle Roll Home, The, (Baptist Sunday School Board)** 161 8th Ave., N., Nashville, Tenn. (Q) Articles for parents of pre-school age children 750-800, fact items. No MSS. purchased during July, Aug. Agnes Kennedy Holmes. ½c, Acc.

**Improvement Era, The, 50 N. Main St., Salt Lake City, Utah.** (M-20) General magazine of Mormon Church. Short-stories 750-2000, wholesome, conventional. General and moral essays 500-2000. Poetry up to 30 lines. Photos. Richard L. Evans. ½c, verse, 12½c, Pub.

**Light, 405 Bergen St., Brooklyn, N.Y.** (M-20) Religious articles for Catholics and non-Catholics; short-stories, up to 2000, verse. William J. E. Clark. 1c, Pub. (Slow.)

**Living Church, The, 744 N. Fourth St., Milwaukee.** (W-10) Short illustrated articles on religious and social subjects. Episcopal viewpoint, 1000-2000, \$1.50 column. Acc. Occasional short-stories 2000, \$10 each, Acc.; serials 12,000. Religious verse, no payment. G. P. Morchouse.

**Lookout, The, (Standard Pub. Co.)** 8th and Cutter Sts., Cincinnati. (W-5) Articles on Christian education; adult Sunday school work 1750-2000; wholesome short-stories 1750-2000, serials up to 10 chapters, 1750-2000 each. Photos, upright, 8x10, scenic, human interest. No poetry. Guy P. Leavitt. ½c, photos, \$3 to \$5, within C.P.P.S. ½c, verse 25c line, Acc.

**Magnificat, 131 Laurel St., Manchester, N. H.** (M-25) Catholic articles, short-stories, serials, verse. Indefinite rates, Acc.

**Messenger of the Precious Blood, Carthage, Ohio.** (M-10) Catholic short-stories, articles 2000-2500; verse. Father Chas. J. Davitt. C.P.P.S. ½c, verse 25c line, Acc.

**Messenger of the Sacred Heart, 515 E. Fordham Rd., New York.** (M-10) Catholic short-stories up to 4000; religious verse. Rev. Charles J. Mullaly, S.J. Good rates, Acc.

**Miraculous Medal, The, 100 E. Price St., Philadelphia.** (Q) Catholic articles 1500-2500, short-stories 1200-2400. Joseph A. Skelly, C.M. ½c, Pub. (Overstocked.)

**Queen's Work, The, (Jesuit Fathers)** 3742 W. Pine Blvd., St. Louis, Mo. (M-10) Catholic interest short-stories, illustrated articles, 1800-2000; biographical articles 500; cartoons. Rev. Daniel A. Lord, S.J. 1c, Acc.

**St. Anthony Messenger, (Franciscan Fathers)** 1615 Republic St., Cincinnati. (M) Catholic family magazine. Feature articles on accomplishments of contemporary Catholic personages, institutions, preferably with photos 2500-3000; short-stories with Catholic slant, 2000-3000. Rev. Hy Blocker, O.F.M. 1½c up, Acc. Occasional poetry, 25c line. Write for sample copy.

**Sign, The, Union City, N.J.** (M-20) Catholic articles, essays, short-stories up to 3200; verse. Rev. Theophane Maguire, C.P. 1c, Pub.

**Sunday School Times, 325 N. 13th St., Philadelphia.** (W) Religious articles, verse. Charles G. Trumbull. ½c up, Acc.

**Sunday School World, 1816 Chestnut St., Philadelphia.** (M-10) Articles for teachers in one-room rural Sunday-schools up to 1200. Arthur M. Baker. ½c, Acc.

**Union Signal, The, Evanston, Ill.** (W-5) Short-stories, short serials, on value of total abstinence 1000-1500; also on peace. About 1/3c, Pub.

**Your Faith, (Macfadden)** 122 E. 42nd St., New York. (M-15) Articles on religious experience 1500. L. M. Hainer. Good rates, Acc.

### SCIENTIFIC—POPULAR SCIENCE—NATURE—MECHANICS

**Homecrafts and Hobbies, 142 W. 24th St., New York.** (M-10) Homecraft articles 1000, drawings, photos. Eric Berger. ½ to 1c, Pub. (Unsatisfactory.)

**Home Craftsman, The, 115 Worth St., New York.** (BI-M-25) "How-to-make-it" articles of interest to home craftsmen, 300 to 1200; photos or drawings essential; home improvement fillers, 150. H. J. Hobbs. 1 to 2c, photos \$2 up, Pub.

**Mechanix Illustrated (Fawcett)** 1501 Broadway, New York. (M-10) New, lively features and shorts on all scientific and mechanical subjects, also how-to-build projects for the home workshop and tips for photographers. Robert Herzberg. Good rates, Acc.

**Model Airplane News, 551 5th Ave., New York.** (M-20) Model airplane construction articles 2000. 1c, Pub.

**Modelmaker, Wauwatosa, Wis.** (BI-M-25) Hobby articles on live

steam models and other model engineering subjects, up to 2000. A. C. Kalmbach. ½c, Pub.

**Natural History Magazine, 79th St. and Central Park W., New York.** (M-50) Popular articles up to 5000 on natural science, exploration, wild life; photo series. Edward M. Weyer, Jr. 1½c, Acc.

**Nature Magazine, 1214 16th St., Washington, D. C.** (M-35) Illustrated nature articles 1000-2000; fillers with pictures 100 to 400, short verse. R. W. Westwood. 1 to 3c, Acc. (Overstocked.)

**Popular Mechanics, 200 E. Ontario St., Chicago.** (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 300-1500; fillers up to 250. H. W. Magee. 1c to 10c; photos \$5 up, Acc.

**Popular Science Monthly, 353 4th Ave., New York.** (M-15) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. Raymond J. Brown. 1c up to 10c, photos \$3 up, Acc.

**Radio News, (Ziff-Davis)** 608 S. Dearborn St., Chicago. (M-25) Feature articles, briefs, 300-3000, relating to technical radio, television; amateur activities; servicemen's problems; photos. B. G. Davis. ½ to 1c, Acc.

**Science & Mechanics, 800 N. Clark St., Chicago.** (BI-M-15) All depts. handled by staff specialists. V. D. Angerman.

**Scientific American, 24 W. 40th St., New York.** (M-35) Humanized articles in science, industry, engineering. O. D. Munn. Varying rates, Acc.

### SPORTS (COMPETITIVE)—RACING—HORSES

**Baseball Magazine, The, 70 5th Ave., New York.** (M-20) Major league baseball articles, verse. Clifford Bloodgood. ½c, Pub.

**Golf, 52 Vanderbilt Ave., New York.** (7 times yr.—25c) Smart, sophisticated short-stories—golf, country-club background, 2000; other sports in season; fillers; verse. Richard E. Lauterbach, Mng. Ed. 2c, Pub.

**Horse Lover, The, 154 Borica Way, San Francisco, Calif.** (10 times a year) Articles on horse subjects 500-1800. Low rates, Pub. J. Hartford.

**National Bowlers Journal and Billiard Review, 506 S. Wabash Ave., Chicago.** (M-25) Articles on bowling, billiards, lawn bowling; short-stories; photos; news items; cartoons. H. G. Deupree. 1c, Pub.

**Rider and Driver, The, 342 Madison Ave., New York.** (M-35) Articles on horses, racing, etc. Samuel Walter Taylor. Good rates, Pub.

**Scholastic Coach, 250 E. 43rd St., New York.** (M-25) Technical articles on football, basketball, track, field, 1000, for high and prep schools; photos, drawings. Jack Lippert. 1c, Pub.

### THEATRICAL—MOTION PICTURE—RADIO "FAN" MAGAZINES

**Billboard, The, 1564 Broadway, New York; 25 Opera Pl., Cincinnati, O.** (W-15) Amusement articles on assignment only. A. C. Hartmann, E. E. Sugarman. Space rates, Pub.

**Greater Show World, 1547 Broadway, New York.** (2-M-10) Articles, short-stories, novelettes, fillers, on show people, theatrical business. Johnny J. Kline. ½c, Pub.

**Hollywood Magazine, (Fawcett)** 1501 Broadway, New York. (M-5) Film articles on assignment; fillers, photos. Llewellyn Miller. Liberal rates, Acc.

**Modern Screen, (Dell)** 149 Madison Ave., New York. (M-10) Movie fan personality, general articles 1500-2000; fillers, news items. Pearl Flint. Good rates, Acc.

**Movie Humor (Lex Pubs.)** 381 4th Ave., New York. (M) M. R. Reese. Fair rates, Pub.

**Motion Picture Magazine, (Fawcett)** 1501 Broadway, New York. (M-10) Articles on motion pictures and stars, usually on assignment, 1800-2500. Larry Reid. Good rates, Acc.

**Movie Mirror, (Macfadden)** Chanin Bldg., New York. (M-10) Motion-picture fan material only on assignment. Good rates, Acc.

**Movies, (Ideal)** 122 E. 42nd St., New York. (M-10) Photos of motion-picture interest, Mrs. May C. Kelley. 1c, Pub.

**Movie Story Magazine, (Fawcett)** 1501 Broadway, New York. (M-10) Fictionizations of current motion pictures on assignment only. Dorothy Hosking.

**National Tattler, The, 73 Adelaide St., W., Toronto, Ont., Canada.** (BI-M-10) Theatrical articles; articles on love, exposes of rackets, 600; theatrical news items, girl and theatrical photos. Al Palmer. ½c, Pub.

**Photoplay, (Macfadden)** Chanin Bldg., New York. (M-25) Motion picture articles. Ernest V. Heyn. Good rates, Acc.

**Picture Play Magazine, (S. & S.)** 79 7th Ave., New York. (M-10) Motion-picture fan articles 1500-2000, usually on assignment. Muriel Babcock. Good rates, Acc.

**Radio Mirror, (Macfadden)** Chanin Bldg., New York. (M) Radio fan features on stars and programs. Fred R. Sammis. Good rates, Acc.

**Screen Life, (Fawcett)** 1501 Broadway, New York. (M-10) Short news articles on popular screen favorites usually on assignment. William C. Hartley. Liberal rates, Acc.

**Screenland, 45 W. 45th St., New York.** (M-25) Motion-picture feature articles. Miss Delight Evans. Fair rates, Pub.

**Screen Romances, (Dell)** 149 Madison Ave., New York. (M-10) Fictionization of picture plays, by assignment. A. P. Delacorte. E. Van Horne. Rates by arrangement, Acc.

**Silver Screen, (Screenland Mag., Inc.)** 45 W. 45th St., New York. (M-10) Fan material about movie stars and pictures; photos. Lester C. Grady. First-class rates, Pub.

**Theatre Arts, 40 E. 49th St., New York; 2 Ladbroke Rd., London, W. 11, England.** (M-35) Articles on theatrical and associated arts 1800-2500; news items; photos. Edith J. R. Isaacs. 2c, Pub.

**Variety, 154 W. 46th St., New York.** (W-15) Theatrical articles, news, staff-written. Sidne Silverman. Space rates.



## B—BUSINESS AND TRADE PUBLICATIONS

### BUSINESS, ADVERTISING, SALESMANSHIP

**Advertising Age**, 106 E. Ohio St., Chicago. (W-5) Spot news only, with illustrations. 1c, Pub.

**American Business**, (Dartnell Pubcs.), 4660 Ravenswood Ave., Chicago. (M-35) Buys frequent concrete examples of business success in manufacturing, wholesale, financial fields; especially interested in office and accounting short cuts. Query. Eugene Whitmore, \$35 and up for 2000 words, Pub.

**Bankers' Magazine**, 185 Madison Ave., New York. (M-50) Authoritative bank management articles. Robin E. Doan. ½c up, Pub.

**Bankers' Monthly**, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint; preferably signed by banker. John B. Yeaty. Good rates, Pub.

**Barron's**, 44 Broad St., New York. (W-25) Authoritative business and financial articles 500-2500. George E. Shea, Jr. Indefinite rates, Acc.

**Burrough's Clearing House**, 6071 2nd Blvd., Detroit. (M) Query editor on bank operating and management articles. Henry J. Boone. 2 to 3c, Acc.

**Commerce**, 1 N. La Salle St., Chicago. (M-25) Invites queries on feature business articles. Alan Sturdy. 1c up.

**Credit & Financial Management**, 1 Park Ave., New York. (M-25) Articles on general credit and financial problems of manufacturers and jobbers. Chester H. McCall. 1c, Pub.

**Forbes Magazine**, 120 5th Ave., New York. (2M-25) New developments in business and finance—management, selling, merchandising, accounting, etc. 1500-2000. Seldom buys from outside writers. R. C. Forbes. Good rates, Pub.

**How to Sell**, 168 N. Michigan Ave., Chicago. (M-10) Articles about direct selling, unusually successful salespeople, 800-2000. R. C. Remington. ½ to 1½c, Pub.

**Independent Salesman**, 22 E. 12th St., Cincinnati, O. (M-5) Illustrated interviews with the stories about people successful in direct selling, 1200. M. E. Siegel. ½ to 1c, photos \$1, Pub.

**Mail Order Journal**, 62 W. 45th St., New York. (M-10) Case histories, fact stories about mail-order and direct mail business, 600. A. E. Calver. 1c, Pub. (Query.)

**Nation's Business**, The, 1615 H. St., N. W., Washington, D. C. (M-25) Business articles 2500. Merle Thorpe, Ed.; Raymond C. Willoughby, Mng. Ed. Query. Good rates, Acc.

**Opportunity**, 620 N. Michigan Ave., Chicago. (M-10) Inspirational and biographical features with broad human interest and inspirational appeal; fillers. Geo. F. Peabody. ½c up, Pub.

**Printer's Ink**, 185 Madison Ave., New York. (W-10) (Also **Printers' Ink Monthly**) Advertising and business articles. G. A. Nichols, Ed.; C. B. Larrabee, Mng. Ed. Good rates, Pub.

**Purchasing**, 205 E. 42nd St., New York. (M-15) Query on articles on industrial buying; methods, personalities; materials. Stuart F. Heinritz. Indefinite rates.

**Sales Management**, 420 Lexington Ave., New York. (2-M) Articles on marketing, national scope, signed by executive. Buys little. Raymond Bill. 1 to 3c, Pub.

**Savings Bank Journal**, 110 E. 42nd St., New York. (M-35) Operation, advertising and promotion articles 1500-2000. Harold M. Sherman. 1c, Pub.

**Signs of the Times**, P. O. Box 771, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated, 1000 to 1500. E. Thomas Kelley. ½ to 1c, Pub.

**Specialty Salesman**, Oak Park, Ill. (M-10) Inspirational articles; human-interest short-stories, fact success articles of direct salesmen, 350 to 1600. H. J. Bligh. ½c, Acc.

**Trained Men**, 1001 Wyoming Ave., Scranton, Pa. (Q) Articles on industrial relations and training of interest to foremen, executives, 1000 to 2500; interviews 1000 to 2500. F. B. Foster. 1c, Acc.

### TRADE JOURNALS

**Aero Digest**, 515 Madison Ave., New York. (M-35) News and features on the aviation industry, aeronautical engineering, military aeronautics, air travel. Geo. F. McLaughlin. ½c up, Pub.

**Air Conditioning and Refrigeration News**, 5229 Cass Ave., Detroit Mich. (W-20) Informative articles on servicing refrigerating machines, successful ideas for promoting and selling electrical appliances and air conditioning installation; news; human-interest photos. George F. Taubeneck. 6c line, Pub.

**Air Conditioning—Oil Heat**, 232 Madison Ave., New York. (M) News on construction, operation, merchandising of oil burners, air conditioning. A. E. Coburn. 30c inch, Pub. (Overstocked.)

**American Artisan**, 6 N. Michigan Ave., Chicago. (M-25) Merchandising articles with illustrations on experiences in warm-air heating and sheet metal work. J. D. Wilder. \$3.50 to \$10 page.

**American Baker**, The, 113 S. 6th, Minneapolis. (M-10) Articles on baking innovations; examples of good merchandising. ½c up, Acc.

**American Builder and Building Age**, 105 W. Adams St., Chicago. (M-25) Articles on activities of home-building contractors. B. L. Johnson. \$10 page, Pub.

**American Camera Trade**, 22 E. 12th St., Cincinnati. (M-25) News of camera dealers secured by regular correspondents, 500-2500. Robert P. Parker. ½c up, Pub.

**American Druggist**, 572 Madison Ave., New York. (M-25) Pictorial features on retail drug-stores operation, up to 500. Harold Hutchins. 1½c, Acc.

**American Hairdresser**, 309 W. Jackson Blvd., Chicago. (M-35) Items of unusual interest to beauty shops; advertising; promotional schemes, etc. Hazel L. Kozlay. 1c, Acc.

**American Horologist**, 3228 E. Colfax Ave., Denver. (M) Illustrated articles, 500-1000, pertaining to horology, watch and clock repair services, unusual creations and happenings, historical material. Orville R. Hagans. ½c, Acc.

**American Ink Maker**, 254 W. 31st St., New York (M) News of printers' ink manufacturers and distributors. Low rate, Pub.

**American Lumberman**, 431 S. Dearborn St., Chicago (BI-W) New merchandising ideas used by building dealers, 500-750. E. C. Hole. \$3.50 column, Pub.

**American Paint & Oil Dealer**, 3713 Washington Blvd., St. Louis.

(M) Retail paint selling articles, illustrated. Arthur A. Poss. Good rates, Pub. (Overstocked.)

**American Painter & Decorator**, 3713 Washington Blvd., St. Louis, Mo. (M-20) Accurate, technical and semi-technical "how" articles on unusual decorating jobs, up to 800, photos. Query. George Boardman Perry. Up to 1c; photos, amateur, up to \$1, professional, \$2, Pub.

**American Paper Merchant**, 2009 Conway Bldg., Chicago. (M-35) News and features regarding paper merchants. P. A. Howard, publisher. Blaine S. Britton, Mng. Ed. ½c up, Pub.

**American Perfumer—Cosmetics—Toilet Preparations**, 9 E. 38th St., New York. (M-30) Technical articles on perfumes, cosmetics, soaps, etc., articles on merchandising of same from manufacturer's standpoint; news items on manufacturers. Wm. Lambert. Indefinite rates, features, Acc.; news, Pub.

**American Press, The**, 225 W. 39th St., New York. (M-10) Success stories of newspapermen, problems of small-town newspaper production. Donald W. Robinson. Indefinite rates, Pub. (Not buying at present.)

**American Restaurant Magazine**, 5 S. Wabash Ave., Chicago. (M-25) Normally buys feature articles dealing with practical phases of restaurant business; at present files full. Herbert C. Slekman. Varying rates, Acc.

**American Roofer**, 425 4th Ave., New Yorker. (M-25) (No free lance contributions solicited.) Bernard Sacha.

**American Wine & Liquor Journal**, 220 E. 42nd St., New York. (M) Wholesale liquor articles. Lew Schwartz. ½c, Pub.

**Autobody and Reconditioned Car**, 15 E. 8th St., Cincinnati. (M-20) Trade stories on commercial bodies, passenger bodies, painting, car appearance reconditioning, illustrated with photos, drawings. Elmer J. Murray. ½c, Pub.

**Automatic Heat & Air Conditioning**, 1000 Prairie Ave., Chicago. (M) Articles on firms selling automatic heat and air conditioning equipment. Good rates, Pub.

**Automobile Digest**, 22 E. 12th St., Cincinnati. (M-25) Methods and management articles, write-ups of ideas of interest to independent service garage men, to improve service business, stimulate trade, reduce operating costs, 500-1500. J. A. Ahlers. Rates according to merit. Acc.

**Automobile Trade Journal**, Chestnut and 56th, Philadelphia. (M-25) Car dealer activities, auto racing, auto photos. Frank P. Tighe. 2c, Pub.

**Automotive News**, 2751 E. Jefferson Ave., Detroit, Mich. News correspondents in towns and cities of importance. Chris Sinsabaugh. 40c inch, photos \$1.50, Pub.

**Automotive Merchandising**, 97 Horatio St., New York. (M) Articles of interest to car dealers, garage, service stations, independent shops, up to 2000. Photos. Stanley P. McMinin. 1c, Pub.

**Automotive Retailer**, 30 E. 20th St., New York. (M) News and features pertaining to auto parts stores, both chain and independent. Harry F. Michaelson. 1c, Pub.

**Aviation**, 330 W. 42nd St., New York. (M-35) News, features, on aviation activities, technical articles, photos. L. E. Neville. Good rates, Pub.

**Bakers' Helper**, 330 S. Wells St., Chicago. (BI-W-15) Business-building plans for bakers, technical articles, chiefly supplied by staff. V. E. Marx. 35c inch (73 words), Pub.

**Bakers Review**, 330 W. 42nd St., New York. (M) Successful merchandising plans of bakers, technical articles of the trade. C. W. Webster. 20c inch, Pub. (Buys little.)

**Bakers Weekly**, 45 W. 45th St., New York. (W-10) News correspondents in principal cities. Bakery features, selling ideas, window displays. Peter G. Pirrie. Space rates, Pub.

**Bar & Grill Journal**, 105 W. 40th St., New York. (M-20) 800-1200 word merchandising features on outstanding bars, taverns, cafes and restaurants with photos. Philip Slove. ½c up, Pub.

**Barrel & Box & Package**, 431 S. Dearborn St., Chicago. (M-25) Articles and news items dealing with manufacture and use of wooden containers up to 3000. Frank Coyne. 25c inch, Pub.

**Beauty & Barber Shop Supplier**, 741 N. Milwaukee St., Milwaukee. (M) News and news items on merchandising ideas used by financially responsible wholesale firms supplying beauty and barber shops, 800-1000. Must be confined strictly to wholesale trade. Photos imperative. Emil J. Blacky. 1c, Pub.

**Beer Distributor**, 43 E. Ohio St., Chicago. (M) Success-method stories of beer wholesalers east of Rockies 500-1000, with illustrations. R. H. Hopkins. \$10-\$20 per article.

**Black Diamond, The**, 431 S. Dearborn St., Chicago. (BI-W-20) Practical method articles in the coal industry. A. T. Murphy. ½c up, Pub.

**Bookbinding & Book Production**, 50 Union Square, New York. (M) News of book printing and bookbinding trade. Query on features. D. M. Gilson. ½c to 1c, Pub.

**Boot & Shoe Recorder**, 239 W. 39th St., New York. (W-25) "Success" stories from retail shoe stores; news. Regular correspondents. Arthur D. Anderson. 1c, Pub.

**Brake Service**, 31 N. Summit St., Akron, Ohio. (M) Technical articles on brakes and brake servicing; interviews with successful operators of brake stations. Ed. S. Babcox. 1c, Pub.

**Brewer and Dispenser**, 403 Maritime Bldg., Seattle, Wash. (M) News, features, Pacific coast beer industry. Indefinite rates.

**Brewers' Journal**, 431 S. Dearborn St., Chicago. (M) News and features of the brewing industry. David B. Gibson. Indefinite rates, Pub.

**Brick & Clay Record**, 59 E. Van Buren St., Chicago. (M-50) News and features of brick and clay industry. Regular correspondents. J. M. Lange, Mng. Ed. 1c up, Pub.

**Building Supply News**, 59 E. Van Buren St., Chicago. (M-30, Jan. \$3.00) Articles on yard operation and management; reports of conventions; 200-300 word articles for departments; "Practical Aids to Profits," and "Yard Kinks." John W. Parshall. 40c inch, Pub.

**Bus Transportation**, 330 W. 42nd St., New York. (M-35) Practical bus operation articles 1500, 2 or 3 photos. C. W. Stocks. ½c, Acc. News items, first 100 words 2c, bal. each item ½c, Pub. (Query.)

**Carpet Trade Review**, 45 W. 45th St., New York. (M-25) Trade articles on exhibits, merchandising, etc., of floor fabrics in leading retail outlets. David Cantor. 1/4c. Pub.

**Casket & Sunnyside**, 487 Broadway, New York. (M-25) Query on management interviews with morticians. 1/4c. Pub.

**Ceramic Industry**, 59 E. Van Buren St., Chicago. (M-50) News items, pottery, glass, enamel plants, executives, sales campaigns, production activity. R. Newcomb. 1c. Pub.

**Chain Store Age**, 185 Madison Ave., New York. (M-35) Feature articles. G. M. Lebar. About 1 1/2c. Pub.

**Church Management**, Auditorium Bldg., Cleveland. (M) Illustrated articles on administration problems of church manager and pastor. Dr. Wm. Leach. 1/2c up, Pub.

**Cleaning & Laundry World**, 2 Park Ave., New York. (M) Technical articles on cleaning and dyeing; sales, promotion and merchandising articles of cleaning and laundry trade. Geo. B. Webster. 1/2c. Pub.

**Coffee & Tea Digest**, 106 Water St., New York. (M) Brief selling plans on coffee and tea 250-500. 1/4c. Pub.

**Coin Machine Review**, 1115 Venice Blvd., Los Angeles. (M) Human interest, true adventure, hunting and fishing experiences of the thrilling, unusual sort; historical oddities, etc., 1500. 100% male readership. P. W. Blackford. Fair rates, Pub.

**Commercial Car Journal**, Chestnut and 56th Sts., Philadelphia. (M-40) Articles on servicing and operating methods of truck fleet operators, particularly methods for effecting economies, 2000. George T. Hook. 1 1/2c, \$25 minimum, Pub.

**Confectioners Journal**, 437 Chestnut St., Philadelphia. (M-25) Illustrated articles on wholesale and retail candy manufacturing companies, describing production methods or merchandising policies. Illustrated articles, 1000 (or less) on jobbing confectionery businesses, showing how named jobbers employ profitable methods or policies, also how candy jobbers assist retailers in display and disposal of confections; also good retail merchandising stories. Up to 1c. photos \$1-\$3, Acc.

**Confectionery and Ice Cream World**, 99 Hudson St., New York. (W-20) Correspondents in principal cities provide news coverage. Fair rates, Pub.

**Converter**, The, 111 W. Washington St., Chicago. (M-35) Articles on new products, new processes, efficiency operations of envelope manufacturers and other paper converters, including manufacturers of paper containers, cartons, boxes. P. A. Howard, publisher. Blaine S. Britton, Mng. Ed. 1/2c up, Pub.

**Corset & Underwear Review**, 1170 Broadway, New York. (M-35) Buyer news feature articles for corset and brassiere departments, specialty shops. Louise Campe. 1/4c. Pub.

**Corset & Brassieres**, 267 5th Ave., New York. (M) Query on department or specialty shop features. J. H. Bowman. 1/4c. Pub.

**Cracker Baker**, The, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) Stories pertaining to biscuit and cracker industry; plant writeups; sales stories, practical or technical articles; human-interest and success stories. Query. L. M. Dawson. 30c inch, Pub.

**Crockery and Glass Journal**, 1170 Broadway, New York. (M) Illustrated articles on china and glass sales promotion stunts in retail stores, 1000; interviews with buyers; merchandising stories; news items; photos. John Regan. 1/4c. Pub.

**Curtain & Drapery Buyer & Drapery Profits**, 373 4th Ave., New York. (M) Illustrated features on curtains and draperies that would interest buyers of these departments. Alice M. Small. Indefinite rates, Pub.

**Dairy Produce**, 110 N. Franklin St., Chicago. (2M-15) Limited market for illustrated features on processing and merchandising of dairy products. C. S. Paton. Up to 1c. Pub.

**Dairy World**, 608 S. Dearborn St., Chicago. (M-10) Factual articles on new or remodeled fresh-bottled milk plants; new or improved products; merchandising ideas of proved merit, on milk and milk products, 500-2000, with photos, ads. E. C. Ackerman. 1c. ads 50c up, photos \$1 up, Pub.

**D and W**, 249 W. 39th St., New York. (M-30) Articles covering transportation, material handling, storage, water ways and terminals, factory migration, warehouse taxes, regulation, etc. Eugene Spooner. 1c. photos \$1.50, Pub.

**Department Store Buyer**, 17 E. 48th St., New York. (M) Articles of interest to department store buyers. Jess Nancy Grice. Rates not announced.

**Department Store Economist**, 239 W. 39th St., New York. (Semi-M-25) Articles on department stores—management, systems, operations, merchandising, modernization, to 750. Longer by special arrangement. Not theories, but factual copy ghosted by store executive if possible. C. K. MacDermut, Jr. 1 1/2c. photos, \$2, within six weeks of receipt.

**Diesel Digest**, (Occidental Pub. Co.) 304 S. Broadway, Los Angeles. (M-25) News of new or unusual diesel engine applications, illustrations. 25c Col. inch, Pub. (Query on features.)

**Diesel Power**, 192 Lexington Ave., New York. (M-35) Articles on economics of Diesel plant operation 2000; photos. Lacey H. Morrison. 1c. Pub.

**Diesel Transportation**, (Supplement to Diesel Power) 192 Lexington Ave., New York. Illustrated articles on use of Diesel engines in locomotives, rail cars, tractors, etc. Lacey H. Morrison. 1c. Pub.

**Domestic Engineering**, 1900 Prairie Ave., Chicago. (M-25) Plumbing, heating, and air conditioning trade merchandising and technical articles up to 3000. Wm. W. Goehard. 1c. Pub.

**Druggists' Circular**, The, 12 Gold St., New York. (M-25) Druggist success articles. R. W. Rodman. Indefinite rates, Pub.

**Drug Topics**, 330 W. 42nd St., New York. (W-10) Retail drug trade. Dan Rennick, Edit. Dir. 1c. Pub.

**Drug Trade News**, 330 W. 42nd St., New York. (Bi-W-15) News of manufacturers in drug and toilet goods fields. Dan Rennick, Edit. Dir. 1c. Pub.

**Dry Goods Journal**, Box 1316, Des Moines, Ia. (M) Only outstanding merchandising articles about store departments bought. Largely staff-written. Kenner I. Boreman. 1c. Acc.

**Editor & Publisher**, 1700 Times Bldg., New York. (W-10) Daily newspaper trade articles, news items. Arthur T. Robb. \$3 a column up, Pub.

**Electrical Dealer**, 360 N. Michigan, Chicago. (M-35) Sales

methods of merchandising electric appliances (including radios). Frank E. Watts. 1c. Pub. (Query before submitting.)

**Electrical South**, Grant Bldg., Atlantic, Ga. (M-10) News and features of interest to electric power companies, Southern contractors, dealers, wholesalers. Carl W. Evans. 1c. Pub.

**Excavating Engineer**, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, dragline, dredge, clam shell, bull dozers and tractor-drawn scrapers; excavating contracts, open pit mining quarry, drainage, 500-2000. Arnold Andrews. 1c. photos \$1, cartoons \$1-\$2, Pub. (Query.)

**Factory Management & Maintenance**, 330 W. 42nd St., New York. (M) Query editor on articles on factory management and maintenance methods. L. C. Morrow. Good rates, Pub.

**Farm Town Hardware**, 10th & Wyandot Sts., Kansas City, Mo. (M) Limited market for articles on farm town hardware merchants. Lewis A. Lincoln. 1/4c. Acc.

**Federated Automotive Service News**, 223 S. Waverly Drive, Dallas, Tex. (2M-10) Short news items pertaining to local trade associations of auto repair men, tire and battery men, gas and oil retailers, etc. (Overstocked). File name for possible assignment. C. C. Hayley. 1c. Pub.

**Feed Bag**, The, 741 N. Milwaukee St., Milwaukee. (M-25) Illustrated articles on outstanding merchandising ideas used by feed dealers, up to 800; specifically from N. E. quarter of the U. S. David K. Steenbergh, 1c. Pub.

**Feedstuffs**, 118 S. 6th St., Minneapolis. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade. Harvey E. Yantis. 1/4c. Acc.

**Film Daily**, 1501 Broadway, New York. (D-10) News of the film industry. J. W. Allicote. Space rates.

**Fishing Gazette**, 461 8th Ave., New York. (M-25) Illustrated articles on all branches of commercial fishing (no sport fishing). Prefers preliminary outline on articles. Carroll E. Pelisier. Articles \$5 page, news 25c inches, photos \$1, Acc.

**Flooring**, 45 W. 45th St., New York. (M) News and features of interest to flooring contractors. David Cantor. Good rates, Pub.

**Ford Dealer and Service Field**, 407 E. Michigan St., Milwaukee (M-25) Ford trade articles preferably under 500, on selling, service, parts merchandising, administration, Ford super-service station operators. Ford truck experience stories from users. Walter W. Beaton. 1c. Acc. (Overstocked.)

**Food Field Reporter**, 330 W. 42nd St., New York. (Bi-W) News of the food and grocery product manufacturers. Dan Rennick. 1c. Dept. Items 5c line, Pub.

**F. T. D. News**, 251 W. Larned St., Detroit. (M) Articles on floriculture; salesmanship, store decoration, delivery, etc., of interest to florists. Albert Barber. Fair rates, Pub.

**Fuel Oil News**, 1217 Hudson Ave., Bayonne, N. J. (M) News and illustrated features on retailers and marketers of fuel oil, to 1000. Oliver B. Klinger. 1/4c up, Pub.

**Furniture Age**, 2225 N. Lakewood, Chicago. (M-50) Illustrated home furnishing trend articles 300 to 1000 in re furniture, rugs, draperies, bedding, toys; featuring outstanding promotions, new stores, model rooms, unusual merchandising methods. Must be well illustrated. J. A. Gary. 1c. photos \$2, Pub.

**Furniture South**, Highpoint, N. C. (M-25) Illustrated stories on topics of interest to retail furniture stores 500-1500. N. T. Praire. 1/4c. Pub.

**Garrison's Magazine**, 40 Worth St., New York. (M) Outstanding features on department store merchandising; illustrated shorts pertaining to small retail stores especially acceptable. Flint Garrison. Excellent rates, Acc.

**Gas Age**, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. O. Andrews. 1c. Pub.

**Gas Appliance Merchandising**, 9 E. 38th St., New York. (M) Illustrated features on merchandising of gas appliances, including gas-filled air conditioning units. H. O. Andrews. 1c. Pub.

**Goyer's Stationer and Business Equipment Topics**, 260 5th Ave., New York. (M) Brief, illustrated articles on stationery, office equipment and furniture, allied fields, advertising, etc., based on actual interviews. Thos. V. Murphy. \$5 each, Pub.

**Gift & Art Buyer**, 260 5th Ave., New York. (M) Brief interviews, illustrated, on gift and art, home decorative accessories, greeting card, allied fields, promotion methods, advertising etc. Thomas V. Murphy. \$5 each, Pub.

**Gloves**, Gloversville, N. Y. (M-25) Illustrated merchandising articles on gloves. Philip W. Banker; Donald E. Willard. 1c. Pub.

**Golfdom**, 14 E. Jackson Blvd., Chicago. (M except Nov.-Dec.) Articles on any phase of golf and country club operation and management. Herb Graffis. 1c. Pub.

**Hardware Age**, 239 W. 39th St., New York. (2-M-15) Illustrated features on retail hardware stores. Charles J. Heale. \$12 page (about 1 1/2 to 2c per word), Pub.

**Hardware Retailer**, Security Trust Bldg., Indianapolis. (M-25) Illustrated hardware merchandising features. Glendon Hackney. 1c. Pub.

**Hardware World**, Burnham Bldg., 160 N. LaSalle St., Chicago. (M) Limited market for hardware merchandising stories, also sporting goods, housewares, china, glass, 100-1000. 1c. photos \$1, after Pub.

**Hat Life**, 1123 Broadway, New York. (M) Query on men's hat trade features. Ernest Hubbard. Good rates, Acc.

**Health Foods Retailing**, 846 Russ Bldg., San Francisco. (Bi-M) Merchandising interviews with health food dealers. 1/4c. or if one photo, 1c; add'l photos \$1, Pub. (Query.)

**Heating, Piping and Air Conditioning**, 6 N. Michigan Ave., Chicago. (M-25) Articles covering design, installation, operation, maintenance, of heating, piping and air-conditioning systems in industrial plants and large buildings up to 2000; mostly by engineers. C. E. Price. Good rates, Pub.

**Hide and Leather and Shoes**, 300 W. Adams St., Chicago. (W-15) Feature tannery and shoe manufacturing articles; brief news articles on new products, production methods, sales promotion campaigns by manufacturers. Ralph B. Bryan. 1c. Pub. (Query.)

**Highway Magazine**, Armo Drainage Products Assn., Middletown, O. (M) Articles on drainage, operation, improvements on

public highways, etc., use of roads and streets, 800-1200; cartoons. W. H. Spindler. 1c, photos \$1. Acc.

**Hospital Management**, 100 E. Ohio St., Chicago. (M-20) Features, news, on various aspects of hospital management. T. R. Fonton, M. D. 1c, Pub.

**Hotel Bulletin**, 200 Tremont St., Boston. (M) Short items and articles on hotel management and management, food preparation, food and beverage service. Wm. C. Pank. ¼c, Pub.

**Hotel Management**, 222 E. 42nd St., New York. (M-25) Articles on hotel financing, maintenance, operation; remodeling of clubs. Action photos. Short ideas. J. O. Dahl. 1½c to 5c, Acc. (Not in market till Fall.)

**Hotel World-Review**, 222 E. 42nd St., New York. (W-5) Mostly hotel news. Query on news and features. A. M. Adams. ½c to 1c, Acc.

**House Furnishing Review**, 1170 Broadway, New York. (M) Illustrated news, feature, promotional articles from housewares, bath, shoe, and major appliance departments 300-700. Julien Eifenbein. ¾c, \$1 for photos, Pub.

**Ice & Refrigeration**, 435 N. Waller Ave., Chicago. (M-35) Ice-making, cold-storage, refrigeration articles and news; articles on ice merchandising. J. P. Nickerson. Indefinite rates, Pub.

**Ice Cream Field**, 19 W. 44th St., New York. (M-25) Merchandising and promotion ideas used or planned, for greater sales of ice cream, wholesale or retail. Howard Grant. ¼c, Pub.

**Ice Cream Trade Journal**, 305 E. 45th St., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of special wholesale ice-cream companies, 500-2000. V. M. Rabuffo. 1c, Pub.

**Illinois Editor**, 306 W. Main St., Mascoutah, Ill. (M-10) Fact articles on increasing subscriptions, special edition promotions, etc. Arthur D. Jenkins. ½c, Pub. (Not in market till Fall.)

**Implement Record**, 1355 Market St., San Francisco. (M) Material mostly secured direct from trade, but occasional news purchased. (Query.) Chas. T. Post. Varying rates, Acc.

**India Rubber World**, 420 Lexington Ave., New York. (M-35) Technical articles and news items relating to rubber, 2500. S. C. Stillwagon. \$8 per 1000, Pub.

**Industrial Finishing**, 802 Wulsin Bldg., Indianapolis. (M-20) Articles of interest or value to industrial users of finishing materials, equipment, supplies in factories, 100-1500. W. H. Rohr. ¼c to 1c, Pub.

**Industrial Marketing**, 100 E. Ohio St., Chicago. (M) News and features on industrial marketing and advertising. Ralph O. McGraw. 1c, Pub.

**Industrial Retail Stores**, Southern Bldg., Washington, D. C. (M-20) Merchandising articles and success stories on "company store" operations, 500-1000. Hull Brosoun. ¼c, Pub.

**Industry & Welding**, Industrial Pub. Co., 812 Huron Rd., Cleveland. (M-Free) Constructive articles for the welder. Irving B. Hexter. 1c, Pub.

**Infants' & Children's Review**, 1170 Broadway, New York. (M) Articles on merchandising of infants' and children's garments; news of buyers and sales promotion events in children's wear field. Mrs. Creta Dahl. ¼c, Pub.

**Inland Printer**, 309 W. Jackson Blvd., Chicago. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. Indefinite rates, Pub.

**Institutions**, 1900 Prairie Ave., Chicago. (M) Articles on maintenance and management of institutions. Photos. Ernest Rereal. 1c, photos \$2 up, Pub.

**Insurance Field**, 322-28 W. Liberty St., Louisville, Ky. (Life Edn. W-15; Fire Edn. W-25) Correspondents covering fire, casualty, life insurance news in all principal cities. Elmer Miller, Jr. About ¼c, Pub.

**International Blue Printer**, 506 S. Wabash Ave., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and constructive engineering, 2000 or less. Glen Edwards. 1c, photos \$1, Pub.

**Jewelers Circular-Keystone**, 239 W. 39th St., New York. (M-25) Illustrated stories on window display, advertising, silverware merchandising, watch merchandising, based on experience of some well-rated jeweler, 1200-1500. F. V. Cole. 40c inch, photos, \$3, Pub.

**King Coal**, Castania Bldg., Asheville, N. C. (M) Illustrated articles on modern retail coal handling plants and domestic service work, from southeastern states only. Henry Brown. Rates not stated.

**Laundry Age**, 9 E. 38th St., New York. (M-25) "How" articles on power laundry operation and selling; also dry cleaning production and selling. L. O. Spellman, Ed. J. Vincent. ½c up, Pub.

**Laundryman's-Cleaner's Guide**, Commercial Exchange Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production, etc., in modern steam laundry and dry cleaning plants, 750-1200. ¾c, photos 50c to \$1, Pub.

**Linens & Domestics**, 1170 Broadway, New York. (M-35) Trade and feature articles on linen goods, bed spreads, blankets and towels; interior or window display photos. Query on anything special. Julien Eifenbein. ¾c, photos \$1, Pub.

**Liquor Store and Dispenser**, 205 E. 42nd St., New York. (M-30) Illustrated merchandising articles 800 for wine and liquor retailers, taverns and restaurants; cartoons. Hartley W. Barclay. 1½c, photos \$1.50, Pub.

**Luggage and Leather Goods and Handbag Buyer**, 1170 Broadway, New York. (M) Successful merchandising plans, department store handbag and luggage departments. Unusual window displays and interior layout. News about buyers. Arthur Melin. ¾c, Pub.

**Magazine of Light**, The, Nela Park, Cleveland, O. (8 times year-20) Feature articles of modern lighting installation with a merchandising and engineering appreciation, 1000. J. L. Tugman. 1c, Acc.

**Meat**, 2244 Calumet Ave., Chicago. (M) Query on feature articles based on interviews with meat-packing officials on production methods, merchandising ideas. M. L. Samson. ¾c, Pub.

**Men's Wear**, 8 E. 13th St., New York. News, features on men's wear departments, stores. H. J. Waters. Good rates, Pub.

**Mida's Criterion**, 155 E. 44th St., New York. (M-25) Articles and news of wholesale and retail liquor and wine business. Query. A. B. Greenleaf. 1c, Pub.

**Mill & Factory**, (Conover-Mast Corp.) 295 E. 42nd St., New York. (M-35) Query editor for copy of magazine and instructions. Hartley W. Barclay. 1c up, usually Acc.

**Modern Brewer**, 43 E. Ohio, Chicago. (M-40) Interviews with brewers and brew-masters on technical problems; biographical sketches of brewery executives on assignment only. Allan E. Beach. 1c up, usually Acc.

**Modern Hospital**, 919 N. Michigan St., Chicago. (M-35) Hospital subjects, 750-1500, from experts only. Alden B. Mills. Pub.

**Modern Packaging**, 122 E. 42nd St., New York. (M-50) Illustrated articles on package production, merchandising window and counter display, on assignment. A. Q. Maisel. 1 to 4c, Pub.

**Modern Pharmacy**, 12 E. 41st St., New York. (M) Crack business shorts with photos, human interest articles, concerning actual pharmacists. Allen Klein. Approx. 2c, 3 weeks after Acc.

**Modern Plastics**, 122 E. 42nd St., New York. (M-50) Articles on plastic materials, plastic products, uses, adaptations, on assignment only. E. F. Lougee.

**Modern Retailing**, 250 5th Ave., New York. (Q) Illustrated short articles detailing successful sales ideas, methods and stunts of small stores selling stationery, office supplies, school needs, novelties, etc. Photos of stores. David Manley. 1c, Pub.

**Modern Stationer**, 250 5th Ave., New York. (M-25) Illustrated dealer stories. David Manley. 1c, photos \$2, Pub. (Overstocked.)

**Monumental World**, Mortgage Guarantee Bldg., Atlanta, Ga. (M) Stories of successful monument dealers and their business methods, spot news. Ray Warwick. Low rates, Pub.

**Motor**, 572 Madison Ave., New York. (M) Articles on merchandising, service and management for new car dealers, repair-shop operators, automotive jobbers. Neal G. Adair. Good rates, Pub.

**Motor Service**, 549 W. Washington Blvd., Chicago. (M) Articles and photos of interest to automotive repair shop service managers. Send for detailed instruction sheet.

**Motorship and Diesel**, 192 Lexington Ave., New York. (M-25) News items on Diesel powered boats and short articles on marine Diesel performance. L. R. Ford. 1c, Pub.

**Music Trades**, 113 W. 57th St., New York. (M-25) News and features of the music business. W. J. Daugherty. Low rates, Pub. (Slow to report.)

**National Bottlers' Gazette**, 80 Broad St., New York. (M-50) Features and photos of interest to the bottled soft drink industry. W. B. Keller, Jr. \$7.50 page, Pub.

**National Carbonator & Bottler**, Commercial Exchange Bldg., Atlanta. (M-50) Illustrated articles on merchandising, advertising, production, selling, management, delivery fleets for soft drink industry, in actual use, 750-1250; news items 50-100. ½c, to 1c, photos 50c to \$1, Pub.

**National Cleaner & Dyer**, 305 E. 45th St., New York. (M-25) Short detailed articles and illustrations on unusual production and sales methods in the dry cleaning field. Paul C. Trimble. Special rates.

**National Clothier**, Merchandise Mart, Chicago. (M) Short-merchandising ideas, features. Allen Sinsheimer. ¾c, Pub.

**National Delicatessen Grocer**, 270 Broadway, New York. (M) Illustrated promotion stories from successful delicatessen grocers, 900. A. E. Sylvester. ½c, Pub.

**National Jeweler**, 531 S. La Salle St., Chicago. (M-25) Limited market for illustrated articles with news and merchandising slant, 250 to 500. Francis R. Bentley. ½c to 1c, Acc.

**National Provisioner**, 407 S. Dearborn St., Chicago. (W) News and features on modern meat packing plants. John B. Grey. ½c, Pub.

**National Sign Journal**, 729 Broadway, Denver. (M-20) News of the sign industry and outdoor advertising; features on outstanding sign campaigns, and men prominent in the sign world; illustrated articles on interior fluorescent lighting. Col. Orville J. Grisier. ½c up, Pub.

**Northwestern Miller**, 118 S. 6th St., Minneapolis, Minn. (W-5) Merchandising articles about or of interest to millers and wholesale distributors; illustrated articles on new wholesale groceries, grocery warehouses; super markets, co-op. establishments. Carroll K. Michener. ¾c, Acc.

**Notion and Novelty Review**, 1170 Broadway, New York. News of notion department buyers. Merchandising features. A. I. Mellin. ¾c, Pub.

**Office**, 377 Broadway, New York. (M) Articles of interest to commercial stationers and office equipment dealers; also, method articles of interest to office managers. W. G. Singleton. ½c up, Acc.

**Office Appliances**, 20 N. Wacker Dr., Chicago. (M-25) Articles on selling office equipment 1200. Walter S. Lennartson, Assoc. Ed. 2 col. pages 30c inch; 3 col. pages 20c inch. Pub.

**Optometric Weekly**, 5 N. Wabash Ave., Chicago. (W) Optometric profession and trade miscellany. Indefinite rates, Pub.

**Pacific Drug Review**, Woodlark Bldg., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Nominal rates, Pub.

**Pacific Road Builder and Engineering Review**, 639 New Call Bldg., San Francisco. (M) Illustrated feature material of interest to engineering and roadbuilding contractors and engineers, from Western states only. W. L. Netherby. Indefinite rates, Pub.

**Packing & Shipping**, 30 Church St., New York. (M-25) Items of interest to large industrial companies, railroads and other transportation agencies, on packing, loading, hauling, distribution, loss and damage in shipping, etc., 1000. C. M. Bonnell, Jr. ½ to 1c, photos 50c to \$1, Pub.

**Paris Beauty-View**, Rm. 908, 1121 S. Hill St., Los Angeles Cal. (M-free). 500-750 word interviews with successful beauty shop owners, business-building helps, etc. F. L. Richards. 1c, photos \$2. Acc.

**Petroleum Marketer**, 624 S. Michigan Ave., Chicago. (M) Entirely staff-written. Brandon E. Bourke.

**Picture and Gift Journal**, 537 S. Dearborn St., Chicago. (M-20) Merchandising articles on picture shops, photos. J. C. Raleigh. About ½c, photos, 50c to \$1, pub.

**Playthings**, 381 4th Ave., New York. (M-25) Merchandising arti-



- cies on dolls, toys, games. Accounts of toy store promotions, to 2500. J. M. Cloud. Payment according to value.
- Plumbing and Heating Journal**, 515 Madison Ave., New York. (M-25) Articles covering current trends in plumbing and heating business; unusual merchandising, management methods of successful contractors with pertinent high-grade human-interest illustrations, 1000. T. F. J. Moffett. 1c, Pub.
- Popular Pets**, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M) Articles on training, breeding, making money with all types of pets, 750-1500, briefs 100-750. B. G. Davis. Good rates, Acc.
- Power**, 330 W. 42nd St., New York. (M-35) Technical articles on power generation by engineers or power executives, up to 1500. \$10 to \$12 page, 1000 words, Pub.
- Power Plant Engineering**, 53 W. Jackson Blvd., Chicago. (M-25) Articles on power plant operation, appliances and use, 500-1500. Ralph E. Turner. 6/10c, Pub.
- Power Wagon**, 536 Lake Shore Drive, Chicago. (M) Articles on operation and maintenance of large fleets. A. W. Stromberg. 1c Pub. (Slow to use.)
- Practical Builder**, 59 E. Van Buren St., Chicago. (M-10) Correct technical articles on residential and smaller business building, with "how-to-do-it" standpoint, 300. Herbert V. Kaepfel, Ex. Ed. Indefinite rates, Pub.
- Printing**, 41 Park Row, New York. (M-25) Printing plant and sales management articles up to 1500, trade news of employing printers and their plants. Charles C. Walden, Jr., Ed.; Ernest F. Trotter, Mng. Ed. 30c inch, photos, \$1 to \$2, Pub.
- Progressive Grocer**, 161 6th Ave., New York. (M-20) Illustrated idea articles 100-200; grocery trade articles, especially success stories, 1200-1500; photos. Carl W. Dipman. 1 to 2c, Acc. Original jokes with grocery slant, \$1 each. Attractive photos of food window and interior displays, meat displays, \$3 to \$5 each.
- Publishers' Weekly**, The, 62 W. 45th St., New York. (W-15) Articles about and of interest to the book trade, 1500-2000. Frederic G. Melcher, Mildred C. Smith. 1c, 10th of mo. following Pub.
- Radio-Television Journal & Talking Machine World**, 1270 6th Ave., New York. (M) Trade news and features. Limited market. Daniel Webster. Fair rates, Pub.
- Radio and Television Retailing**, 330 W. 42nd St., New York. (M) Illustrated features on radio merchandising, 100-500. W. McDonald. 1c up, Acc.
- Radio and Television To-day**, 480 Lexington Ave., New York. (M) News and features of trade. Dr. Orestes H. Caldwell. 1c up, Pub.
- Radio and Television Weekly**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Low rates, Pub.
- Railway Mechanical Engineer**, 30 Church St., New York. (M-35) Railroad shop kinks, photos. Roy W. Wright, 50c inch, Pub.
- Real Estate Record**, 119 W. 40th St., New York. (W-50) Articles on building management (office and apartment buildings). Norbert Brown. 1c, Pub.
- Refrigeration**, 711 Glenn St., S.W., Atlanta, Ga. (W-10) Name and fact stories on ice refrigeration, merchandising of ice and ice refrigerators and refrigerated locker plants. R. Wesley Baxter, \$4 column, Pub.
- Restaurant Management**, 222 E. 42nd St., New York. (M-25) Pictorial shorts; short articles on cafeterias, counter lunch rooms, store and industrial restaurants; illustrated; short ideas. J. O. Dahl. 1c up, Acc. (Not buying till Fall.)
- Retail Bookseller**, The, 55 5th Ave., New York. (M-15) Approved articles of practical interest to booksellers and rental library proprietors, 1500-2500. Francis Ludlow. 1c, Acc.
- Retail Management**, 260 Tremont St., Boston, Mass. (M) Concise, full-of-fact articles on department and furniture merchandising, management, promotions. Wm. C. Pank. 1/4c, Pub.
- Retail Tobacconist**, 1360 Broadway, New York. (M-15) Articles on business methods of successful tobacconists 500-1500. Sylvain Ginsbourger. 1/4c, Pub.
- Rock Products**, 309 W. Jackson Blvd., Chicago. (M) Articles on cement, lime, gypsum quarries, sand and gravel plant operations, etc. Indefinite rates, Pub.
- Rough Notes**, 222 E. Ohio St., Indianapolis. (M) Business-getting ideas of interest to automobile, casualty, fire and marine insurance salesmen. Irving Williams. Fair rates, Pub.
- Rubber Age**, 250 W. 57th St., New York. (M-25) Articles of interest to manufacturers of rubber products up to 2400. M. E. Lerner. \$3 page, Pub.
- San Francisco Styles & Selling**, 507 Montgomery St., San Francisco. (M) Not buying at all now.
- Seed World**, 223 W. Jackson Blvd., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. 1/4c, Pub.
- Services**, 19 E. 47th St., New York. (M-25) Technical or semi-technical articles of interest to the professional radio service man and distributor of radio parts and accessories. Robert G. Herzog. 1c, Pub.
- Service Station News**, 121 2nd St., San Francisco. (M) Considers automotive service articles of "How-to-do-it" style, with pictures, applying to 11 Western states only. E. H. Argubright. 1/4c, Pub.
- Shipping Management**, 425 4th Ave., New York. (M-25) Articles of interest to shippers of leading manufacturing, wholesaling, and retailing firms. Earl K. Collins. 1c, Pub.
- Shoe Service**, 816-820 Mart Bldg., St. Louis. (M-gratis). Feature articles with photos on merchandising and selling in shoe shops, 300-1000. Walter J. Eggers. 1/2-1c, Pub.
- Shoe Repairer and Findings Dealer**, 111 Summer St., Boston. (M-20) News of shoe repairers and findings dealers; features on progressive methods of outstanding repair shops. W. C. Hatch. \$4 per 1000, Pub.
- Soda Fountain Magazine**, 420 Lexington Ave., New York. (M-25) Illustrated articles on business-building methods for soda fountains, soda lunches, up to 1000. Duncan Ross. 1c, Pub.
- Southern Funeral Director**, 711 Glenn St., S.W., Atlanta, Ga. (M-25) Articles of interest to southern merchandisers; merchandising in display rooms, collections, advertising. Illustrated articles on new funeral homes costing \$25,000 or more. J. C. Edwards. 1/2 to 1 1/2c, Pub.
- Southern Hardware**, 1020 Grant Bldg., Atlanta, Ga. (M-25) Illustrated articles on management and merchandising methods in southern hardware stores. T. W. McAllister. 1c up, Pub.
- Southern Knitter**, Clark Pub. Co., Charlotte, N. C. (M) Technical articles pertaining to knit goods manufacturers. David Clark. Indefinite rates, Pub.
- Southern Printer**, Mortgage Guarantee Bldg., Atlanta. (M) Illustrated practical, factual articles, 1000-1500, based on actual experience of printers in 14 southern states. Ray Warwick. 20c, Col. inch, Pub.
- Southern Stationer & Office Outfitter**, Mortgage Guarantee Bldg., Atlanta, Ga. (M) Business-building articles based on interviews with Southern stationers and office outfitters. Ray Warwick. Low rates, Pub.
- Southwestern Baker**, 542 M. & M. Bldg., Houston, Tex. (M-20) News and features of Arkansas, Louisiana, Mississippi. So. Carolina, Tennessee, Texas, Alabama, Florida, Georgia, N. Carolina, Oklahoma and New Mexico, baking industry. Charles Tunnell. 1/2 to 1c, photos \$1, Pub.
- Southwestern Bottler**, P. O. Box 1922, San Antonio, Tex. (M-25) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana and Arkansas. Laney McMath. 1/2c up, Pub.
- Spice Mill**, The, 106 Water St., New York. (M-35) Feature articles on tea, coffee, spices, condiments and flavoring, especially dealing with practical manufacturing and merchandising problems. 1/2c to 1c, Pub.
- Spirits**, 29 W. 57th St., New York. (M-25) Short items on activities of wine and spirit wholesalers, distributors and their salesmen. Harry Schwarzschild.
- Sporting Goods Dealer**, The, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated interviews on sporting goods merchandising store arrangement, news. H. G. Heltzberg. 1/4c up, Pub.
- Sports Age**, 260 5th Ave., New York. (M) Query on articles embracing detailed, specified merchandising programs actually and successfully applied in selling sporting goods, 1500. Ames Castle. 1/2c, Pub.
- Sportswear Review**, 185 Madison Ave., New York. (M) Regular protected correspondents in principal cities. Not interested in free-lance contributions. Bertram M. Lebar. 1 1/2c to 2c, Pub.
- Starchrom Laundry Journal**, 305 E. 45th St., New York. (M-25) Laundry stories in pictures (Life magazine type). Noel Grady. Special rates, Pub.
- Super Market Merchandising**, 45 W. 45th St., New York. (M) Illustrated articles, and news items, on management and operation of super markets. M. M. Zimmerman. 1/4c, Acc.
- Surgical Business**, 369 Lexington Ave., New York. (M-25) Articles of interest to manufacturers, wholesalers, dealers and salesmen of surgical supplies, instruments, equipment and orthopedic appliances, covering buying, selling, merchandising, advertising and promotion, systematizing, accounting, credits and collections, to 1000. Dramatic or pattern photos for front cover. Harry E. Asher. 1c up, Pub.
- Syndicate Store Merchandiser**, 79 Madison Ave., New York. (M-20) Interior and exterior photos of outstanding 5 and 10 cent store displays; news of personnel changes, with photos; and stores with photos. Freeton J. Bell. 1/2 to 1c, Acc.
- Telegraph Delivery Spirit**, 356 S. Spring St., Los Angeles. (M-50) Staff written except for monthly short short-story 850-900 dealing with florist business, and one authoritative article for "Helpful Ideas for Your Business" department, 900-950. Heath Campbell. 1/2c, Pub. Cartoons, \$2.50.
- Tire Rebuilders News**, 1207 Park Ave., New York. (M-20) 1000-2000 word features, short news items, photos. Specializes in practical ideas for retreading, vulcanizing and tire repair shops. Douglas W. Clephane. 1/2 to 1c, Pub.
- Tire Review**, 31 N. Summit St., Akron, Ohio. (M) News of tire trade; merchandising articles on tire retailers, retreaders, etc. Edward S. Babcock. 1c, Pub.
- Tires Magazine**, 420 Lexington Ave., New York. (M-25) Merchandising and servicing articles on tire retailers and super-service station operators 1500-2000. Jerome T. Shaw. 1/2 to 1c, news items 25c inch, fillers, 1/4c, photos \$2, pub.
- Toilet Requisites**, 101 W. 31st St., New York. (M) Class magazine for retailers of the better types of toilet goods including department stores and retail druggists with specialized toilet goods departments. Features dealing with dealer helps, ideas, general news items. Elmer Sheets. 1c, Pub.
- Tool Engineer**, The, 2842 W. Grand Blvd., Detroit. (M) Technical articles on mass manufacturing methods, new processes, new types of fixtures, etc. up to 1200. Roy T. Branson. \$10 page (3 col. 10 in. 10 pt.). Pub.
- Toys and Bicycles**, 307 N. Michigan Ave., Chicago. (M) Illustrated merchandising features from leading toy departments and stores, 250-1000. Corena Daugherty. 1/4c, Pub.
- United States Tobacco Journal**, 99 Hudson St., New York. (W-20) Correspondents in principal cities provide news coverage. Fair rates, Pub.
- Venetian Blind Dealer**, 431 S. Dearborn St., Chicago. (M) Articles on merchandising of Venetian blinds; also photos and items showing interesting and unusual applications. M. B. Fendleton. 1c, Pub.
- Venetian Blind News**, St. Louis Ave., Ft. Worth, Tex. (M-Free) Short articles on Venetian blind plant operations, ideas on blind installations, etc. Tom Murray. 20c inch, Pub.
- Voluntary and Cooperative Groups Magazine**, The, 114 E. 32nd St., New York. (M) Constructive articles for heads of voluntary and cooperative organizations 1000-2000. Gordon Cook. 1/4c, photos \$1, Pub.
- Wallpaper Magazine**, 41 Union Sq., New York. (M-25) Sales promotion, success stories, new ideas in dealer display, 1000-2000; trade news. C. M. Wieland. 1c, Pub.
- Welder**, The, Waltham Cross, Hertfordshire, England. (M) Illustrated technical articles on welding jobs, 1500. E. Dacre Lacy. About 1c, Pub.
- Welding Engineer**, 506 S. Wabash Ave., Chicago. (M) Technical and practical articles of interest to welding departments and shops. Ralph S. Kenrick. 1c, Pub.
- Western Brewing World**, 304 S. Broadway, Los Angeles. (M) News and features of brewing industry of West. Geo. F. Haines. Query on features. Good rates, Pub.
- Western Confectioner Ice Cream News**, 304 S. Broadway, Los Angeles. (M-25) Features on successful merchandising methods of candy and ice cream manufacturers and manufacturing retailers in the West. Geo. F. Haines. 25c inch, Pub.



**Western Construction News**, 333 Kearney St., San Francisco. (M-25) Articles on all phases of Western civil engineering. J. I. Ballard. Varying rates.

**Western Flying**, 304 S. Broadway, Los Angeles. (M) Practical, helpful 'how to' articles on aviation sales, service production, or aircraft operation. Query on features. Selby Calkins. 1c and up, Pub.

**Western Plumbing & Heating Journal**, 3665 S. Vermont Ave., Los Angeles. (M) Trade news and features from west of the Rockies. John B. Reeves. Indefinite rates, Pub.

**Western Tobacconist**, 381 Bush St., San Francisco, Calif. News of tobacco dealers, wholesalers, manufacturers, with name and address of dealer or shop. Claude M. Chaplin. ½c up, Pub.

**Wholesaler's Salesman**, 330 W. 42nd St., New York. (M-25) Query editor on experience stories of wholesalers' salesmen in selling electrical products. O. Fred. Rost. \$10-\$25 article, Pub.

**Wine & Liquor Retailer**, 220 E. 42nd St., New York. (M-10) Illustrated merchandising features on wine and liquor package stores (no bars). Lew Schwartz. ½c, Pub.

**Wine Review**, 1355 Market St., San Francisco, Calif. (M-25) Articles on effective wine merchandising, etc. News items. Walter Richard. 25c inch, Pub.

**Wood Construction**, Xenia, O. (2M-20) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. 16c inch, including art, Pub.

**THE HANDY MARKET LIST OF JUVENILE MAGAZINES**—omitted from this Quarterly List because of last-minute demands on space—will be a feature of the July **AUTHOR & JOURNALIST**. It will contain information on over 100 publications.

## RADIO CORNER

Conducted by **WILLIAM L. KING**

Diana Bourbon, in charge of the New York radio department for the Ward Wheelock advertising agency, 420 Lexington Avenue, advises that she would be interested in some fifteen minute plays for the Campbell Playhouse, sponsored by Campbell's Soups. The Playhouse is broadcast three times a week over the Columbia chain, Mondays, Wednesdays and Fridays, 10:00 to 10:15 C.S.T., though not all outlets carry the full three programs a week. Some stations use only one or two of the programs.

The playing time should be 10 or 11 minutes, preferably with a surprise ending, although such is not necessary. Payment is at the rate of \$25 for a detailed idea, \$35 to \$50 for a script that does not require writing or rewriting. A one-page plot outline will suffice in submitting the idea for a play.

It will probably be easier to sell this market a play in script form, rather than in the idea, for almost any play, boiled down to just a plot, looks discouragingly like many another play in a similar state of nudity. The plot essentials (October, 1939 issue) plus deft touches of atmosphere, setting, characterization and motivation, and the seemingly short allowance of 10 minutes will prove ample for some good comedy and O. Henryesque drama. Listening to a few of the accepted plays, reading some *Liberty* and *Colliers* short-shorts should start the imagination in the right direction. A good agency, a good market—good luck.

G. R. F. of Lockport, N. Y., sent in a query, the answer to which should bring a sigh of relief from many a script writer. It concerned the matter of dialect. After checking with local authorities to make sure the information was generally applicable,

the Corner informed G. R. F. that dialect in a radio play need not be written out phonetically as dialect. It suffices if such lines are written as straight English dialogue, *provided the script is to be used on a large station or by an agency.*

Such markets have actors on call who are usually better at a particular dialect than most individual writers could ever conveniently be, whether the dialect happens to be Russian, Negro, Swedish, Italian, or whatever. However, with scripts to be used on smaller stations, the case is different. The actors on these latter stations are, in the main, in varying stages of noviceship, thus they cannot hope to know as much about dialect as the more finished actors on large stations. So it is that scripts must be letter-perfect as far as dialect is concerned, unless the author is personally acquainted with the staff and knows that there is an actor available who can transcribe straight English dialogue into the required dialect.

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# THE STUDENT WRITER

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This series, by the founder of *The Author & Journalist*, began in the September, 1938, issue. The first twelve lessons are now available in book form under the title, "The Technique of Salable Fiction." (\$1.00 postpaid). The purpose is to discuss fundamentals of fiction technique from a standpoint that will prove helpful to the professional as well as the beginner.

## XX—LIVING PICTURES

Description may be broadly defined as the art of making scenes and objects vivid to the reader. It deals principally with appearances, although other sense impressions—sound, touch, smell, and taste—often are included.

In a more leisurely day it was quite the thing for an author to devote pages to the description of a setting—a valley, a country-side, a street, or house—and paragraphs to a sunset or the heroine's smile. Nowadays, the prevailing view is that readers skip such passages, their interest being held only as long as the characters are doing something.

Writers, therefore, are compelled to learn a technique of describing "on the run." Descriptive words and phrases are deftly introduced into dialogue and action, thus:

*Madison glanced searchingly at the mesa rearing its broad, unbroken expanse above the horizon; then, turning sharply in his saddle, he shouted an order, pointing across the parched desert to a clump of sagebrush perhaps half a mile distant.*

If our words are skillfully chosen, the reader will absorb the descriptive details while his interest is held by the activity of the characters. Quite possibly a more graphic picture is created by this method than by a passage of unrelieved description. A catalogue of details rarely conveys a clearly rounded, satisfying impression of the whole.

Through practice, this deft sprinkling of descriptive words through the action becomes more or less instinctive with a writer. However, an understanding of the psychological principles involved, will prove definitely helpful. Even aside from its practical value, analysis of the factors which enter into the transference of a picture from the mind of a narrator to his reader is likely to prove fascinating.

Basically, the fact that this remarkable feat can be accomplished at all is due to the tendency of all minds to think in pictures.

So accustomed are we to this attribute of thinking that we are almost unconscious of it. One way of making ourselves aware of it is to try to think of some object *without* evoking an image. This is more difficult than it might appear. Think of a vase! At the suggestion, did not the image of an actual vase spring into your mind? Think of a dear friend. Does not the thought call up a fleeting glimpse of his or her face? Think of dinner. Is there not an accompanying vision of a table set with viands—perhaps even a suggestion of smell and taste sensations?

A more impressive illustration is contained in the phenomenon of dreams. Dreaming is a form of undirected thought. That dream pictures usually seem more real than the mental pictures of our waking

hours is no doubt due to the fact that there is no consciousness of the vivid external world to contrast with our less definite dream impressions.

Thought images, like dreams, are usually vague and fragmentary. The vase which was imaged at mention of the word may have satisfied the requirements of the instant, but it was, after all, rather nebulous. This is especially the case when the picture is evoked by a general term, which may refer to objects of varying size, color, and shape. If you think of a specific vase—one that stands on a certain shelf—the image will be much more definite—as definite as memory permits.

Just as a word mentioning an object evokes a picture of that object, so a sentence describing an action evokes a series of images—a motion-picture, so to speak, of the occurrence. For example: "The boy picked up a rock and threw it at a bird." Try, if you will, to grasp the meaning of this simple statement without mentally visualizing a boy in the act of picking up and throwing a rock toward an actually imaged bird. It can't be done.

What the author does, in describing scenes, objects, and incidents, is to take advantage of this image-creating faculty, by selecting words which evoke the desired pictures.



"MY STORY 'THE SEA VOYAGE' MUST BE GOOD; THIS READER SAYS MY WRITING MAKES HIM SICK."

The clarity of the pictures depends upon such factors as the precision of the author's own conception, the selection of key words which will evoke the proper pictures in the reader's mind; and—by no means to be overlooked—the nature of the image-forming material available in the reader's mind. Perhaps we should refer to this as "vocabulary."

If the author uses terms unfamiliar to the reader, the resulting image obviously will be blurred and indistinct. "The boy picked up a stone and threw it at a bird," evokes a reasonably clear image. A similar phrase, "The maenad selected a barong and cast it at the criosphinx," would for the majority evoke merely a blurred impression.

As a rule, however, this phase of the problem takes care of itself. The average writer is addressing average people, who have about the same store of images that he possesses. If he has had unusual experiences, which involve concepts unfamiliar to the majority, he must learn to allow for them.

The fact that familiar terms call up familiar images in the mind of the reader is important to the author in that it enables him to economize on description. It is not necessary to describe such objects or scenes in great detail because the picturizing faculty of the reader's mind, aided by a few well-chosen key words, will evoke the proper images.

Still more important, however, is a factor not previously mentioned—that the reader's image-making faculty can be depended upon to do a considerable amount of creative work on its own account.

Given a bare outline, we all tend unconsciously to fill in the details necessary to make a complete picture.

By way of demonstration, suppose we analyze the picture evoked by any simple descriptive phrase, such as: "A bird circled lazily overhead."

Just one object has been mentioned—a bird. But in our mind's eye we undoubtedly see a sky above the bird—very likely a sky with fleecy clouds floating over it. We also sense the presence of a landscape beneath—possibly with the tops of trees visible as the bird circles over them.

There is no mention of these details in the sentence itself; but the picturizing faculty of the mind instinctively fills them in.

Even more, this same faculty—from innumerable possibilities—sorts out a fairly definite type of bird.

"Bird" is a generic term which includes a vast array of winged and feathered creatures, from a hummingbird to an ostrich. Coldly and analytically reasoning, we could deduce that, since the bird is flying, such species as the ostrich, chicken, and penguin are eliminated. A hummingbird would be too small to see at a height—and besides, circling in the sky is not a hummingbird characteristic. If the author had been referring to some of the larger species, he would no doubt have been more specific—would have said "an eagle" or "a sea gull," for example.

All this we could laboriously reason out from the meager statement made by the author. The remarkable thing is that the picturizing faculty sorts out and discards all the unlikely possibilities and presents an approximately correct picture, instantly, and without the slightest effort.

In forthcoming lessons of this series, we shall try to delve more deeply into the vital part played in creative writing by the picturizing faculty of mind. The next discussion will be entitled: "Description Through Suggestion."

### PRACTICE SUGGESTIONS

1. Deliberately think of some object, then try to appraise your mental image for clarity of outline, color, size, etc. Can you make the picture clearer by shutting your eyes, by consciously trying to give it definite outlines, color, etc.?

2. Glance at a page in some book or periodical and read a single phrase. Does this give rise in your mind to a picture of some kind, of the action described, the setting involved? Try to analyze just how much of this mental picture was contained in the bare words of the phrase and how much was added by your own picturizing faculty.

3. Scan several published stories and select from them passages of pure description, also the passages in which descriptive words and phrases are inserted "on the run." Which do you find the more graphic?

4. Write several passages describing in detail objects, places, or scenes. Now write brief action passages which will convey the same pictures through the medium of descriptive words and phrases inserted in the action.

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# LITERARY MARKET TIPS

Monarch Publishing Co., 647 Trust Company of Georgia Bldg., Atlanta, Ga., is seeking fiction of all types, 60,000 words and up, with special emphasis on romantic adventure and mystery yarns. M. C. Thomas, public relations counsel, says: "In the book field, new authors will find a warm welcome, and generous treatment in the matter of advance royalties."

The Ace Woman's Magazines, (*Secrets*, *Ten-Story Love*, *Complete Love*, *Variety Love Stories* and *Romance Roundup*) 67 W. 44th St., New York, use quite a number of articles each month. All must be written in clear, concise, down-to-earth, "from-me-to-you" style, and be inspirational in tone. Rose Wyn, editor, lists the following types of articles for *Secrets*: Marriage Problems—about 1000 words; Courtship Problems (and other problems of interest to the modern girl)—about 1000 words; Baby and Children's Problems—about 1000 words; Turning Points—200 to 500 words (payment \$5 to \$10); Short Box Fillers on etiquette, health, etc.—about 200 words; Household Helps—25 to 50 words (payment \$1) and General Articles of interest to the modern young girl and woman—500 to 1000 words. For the four love magazines, Miss Wyn suggests: Courtship Problems, as well as advice and general articles of interest to the modern young girl—500 to 1000 words, and Short Box Fillers, on etiquette, beauty, grooming problems, popularity—about 200 words. Payment is made on acceptance at 1 cent a word and up.

Rogers Terrill, associate publisher, Popular Publications, 205 E. 42nd St., New York, writes that a sincere attempt is being made in all of their Westerns to give a wider cross-section of the West than is usually the case in the average pulp Western. A representative issue, for instance, might include a railroad building story, a cattle trail story, a gambler story, a short humorous story, a short animal story, a story of the early Missouri River Boats, a mining story, and a lumbering story. "We will still use straight cowboy, range-war fiction, and even stories of town tammers and gun marshalls," Mr. Terrill adds,

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*The Toronto Star Weekly*, Toronto, Ont., is urgently in need of novels, particularly romances with a United States setting. These should be sent to T. J. Wheeler, managing editor. Harry Clarke, feature editor, is in the market for feature articles, 3000-4000 words, tied up with a news event if possible, and accompanied by a first-class selection of photographs. Preference is given articles with a Canadian angle, but features from all parts of the world are handled. "We are not interested in straight travel material or in political features," he adds.

Scholastic Publications, publishers of *Scholastic*, *Junior Scholastic*, *Scholastic Coach*, have moved to 220 E. 42nd St., New York.

*The Ave Maria*, Notre Dame, Ind., formerly reported as paying on acceptance, pays after publication, unless some other arrangement has been specifically made, according to Rev. Patrick J. Carrel, C. S. B., editor.

*Home and Farm*, Room 412, 75 E. Wacker Drive, Chicago, a free, controlled-circulation monthly, edited by Louise M. Comstock, pays 1½ cents a word up, on publication, \$2.50 for photos, for material dealing with farm buildings and improvement of the farm home, living and working conditions. How-to-do-it material of practical value to the farmer and his wife particularly sought.

*Black Mask* (Fictioneers, Inc.), 210 E. 43d St., New York, reports that its minimum rate for crime, detective fiction, is now 1 cent. Kenneth White is editor.

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### LATE NEW YORK MARKET NEWS

#### By A. & J.'s New York Reporter

Sheridan House, 386 Fourth Ave., wishes to see some good fact books . . . E. P. Dutton & Co., 300 Fourth Ave., needs detective novels, but not of the pulpy type; is stocked up with Western novels for this year. . . . Those wishing to line up as regular contributors to *St. Nicholas Magazine* should query Orlin Tremaine, 105 W. 40th St., New York City.

Some of the horror magazines are reducing sadism and perversion elements, and it is smart to query on present policies before submitting manuscripts . . . *Sport Stories* (Street & Smith) seems well stocked until summer, is returning good stories for lack of need . . . *Scribner's Commentator* has moved to 654 Madison Ave . . . *Everywoman's* is stocked up for two months . . . *Love Letters* is discontinuing.

Before writing for the following confession markets, writers should query editor on story idea—*Secrets*, 67 West 44th St.; *True Confessions*, *Romantic Story*, *Life Story*, 1501 Broadway; Hazel Berge's new magazine at Dell, 149 Madison Ave. . . . Miss Berge succeeds Helen Day as editor of *Modern Romances*.

Short-shorts, 1500-2000 words, for *New York Daily News*, 220 E. 42nd St., should be addressed to Kathryn Kelly, who has replaced Miriam Lundy; payment, \$25 per story . . . *Children's Institutions*, new magazine at 152 West 42nd St., wants articles on child treatment or child activity, adult reading . . . Norman Bel Geddes, 50 Rockefeller Plaza, is looking for one or two spectacular plays as good as "Dead End."

Announced "temporarily discontinued" at 60 Hudson St. are *Real Western*, *Action-Packed Western*, *Double Action Western*, and *Smashing Western* . . . Permanently dropped are *Adventure Novels* and *Short Stories*, *Detective* and *Murder Mysteries* . . . Blue Ribbon banner becomes *Double Action*.

Fox Publications, 480 Lexington Ave., has a new confession in the making . . . W. W. Scott, editor, want shorts 3000-6000; 1 cent acceptance.

Four new quarterlies just announced by Leo Margulies (Thrilling, 22 W. 48th St.), are *Exciting Detective*, *Exciting Western*, *Air War*, and *The Masked Detective*. See HANDY MARKET LIST, this issue, for details.

*Sinister Stories*, and *Startling Mystery Magazine* (Fictioneers, Inc.), 210 E. 43d St., New York, have been temporarily discontinued.

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Instead of discouraging rejections and worries over "where to send it next," my clients are confidently working on timely suggestions for new copy needed by specific markets. Through receiving practical advice, training and encouragement, many of them are enabled to produce the calibre of work with which I am constantly pushing them ahead into such leading magazines as *Saturday Evening Post*, *Collier's*, *Liberty*, *This Week*, *Esquire*, *Forum*, *American Legion*, etc.

### August Lenniger

Literary Agent

56 West 45th St.,

New York, N. Y.

*Friday*, 114 E. 32nd St., New York, is a new tabloid weekly about 45% pictorial, edited by Cameron MacKenzie (executive editor) and Daniel S. Gillmor, fiction editor. More than the average of realism must mark the love stories and detective stories, which should be under 2,000 words. Articles should be not more than 1500 words, however, and easily adaptable to use of pictures. Subjects should cover labor, business, science, world affairs, and anything of interest to the general public. Writers should query before submitting exposé or sensational type articles. Rate announced for fiction is \$75 to \$125 a story, on acceptance. There is no fixed rate of payment for articles.

*Southern Sportsman*, Austin, Texas, can use illustrated hunting and fishing articles about the South. "We have plenty of material about Texas," reports J. A. Small, editor.

*Seafood Buyer*, Goffstown, N. H., is temporarily discontinued.

**SLANT IT AND SELL IT**, by Bess Samuel Ayres. Mathis Van Nort & Co., Dallas, Texas. \$1.00.

"This book is a set of formulas, a series of blueprints telling how to construct verse in such a way that it will sell," explains the author in her foreword. "It considers verse only, and not literary poetry. True poetry is not made by following directions. Salable verse is." We haven't read a book for writers in a long time that better lived up to its title and premise. With refreshing sincerity and lively humor, Mrs. Ayres takes the reader through seventeen chapters, concluding with illustrating examples from her own work. Her chapter on "Sure-Fire Sales," in which she rates seven types of verse for salability, is typical of her realistic approach to her subject.

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*Modern Pharmacy*, 12 E. 41st St., New York, Allen Klein, editor, reports a special need for crack business shorts with photos, for which approximately 2 cents a word will be paid soon after acceptance.

*The Driller*, South Milwaukee, Wis., is in the market for feature stories concerning activities of large well-drillers. Outlined contractor stories should be submitted to H. J. Masuhr, Jr., assistant editor.

*Public Service*, Pioneer Bldg., St. Paul, Minn., is in the market for articles pertaining to the electric light and power industry; matters dealing with public policy, regulation, service achievements, political ownership, and government electric projects. Editor is R. C. Cleminson.

*Hatchery Tribune*, Mount Morris, Ill., pays 2 cents a word on acceptance for merchandising feature stories of commercial hatcheries.

*Monumental News-Review*, 55 Carroll St., Buffalo, N. Y., edited by Elroy H. Whitaker, uses occasional articles on outstanding monument dealers. Payment is made at 1 cent a word figured on material actually published, and \$1 each for 8x10 glossy prints of good quality for halftone work.

## PRIZE CONTESTS

Harper & Brothers, 49 E. 33rd St., New York, has announced its 1940-41 prize novel competition, open to any author who is a citizen of the United States, and who has not published a novel in book form prior to January 1, 1924. Manuscripts must be submitted before February 1, 1941, and must be accompanied by a statement of the author or his representative that the manuscript is submitted in competition for the Prize. All such manuscripts must be offered to Harper & Brothers for publication on terms to be arranged between author and publisher. Minimum length is 30,000 words; preference will be given to works of 60,000-100,000 words. Judges selected are Josephine W. Johnson, author of "Now in November," etc., Clifton Fadiman, literary critic of "The New Yorker," and Louis Bromfield, author of "The Farm," "The Rains Came," etc. The author of the prize-winning novel will receive \$10,000—\$2000 as an outright prize, independent of royalties, payable on announcement of the winner, and \$8,000 as a minimum guarantee of royalties, to be paid six months after publication. Motion picture, dramatic and serial rights play no part in the award. Manuscripts should be marked for the Harper Prize Novel Contest.

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The China Essay Contest, 33 West 51st St., New York, offers \$5,000 in cash award to college students for an original essay on "Our Stake in the Future of China." Contest is open to all students enrolled in the colleges and universities of the United States. The essay must not exceed 1500 words. First prize will be \$1,200 in cash for the winning essay, plus a round trip to China via the "Clipper" if conditions are favorable at the time of the award; second prize, \$750 in cash; third prize, \$500 in cash, and 34 other substantial cash prizes. Closing date is June 30, 1940. Detailed information may be obtained from college administrative offices or from Pherbia Thomas Thornburg, Director.

*The Instructor*, Dansville, N. Y., offers \$500 in cash prizes for the best 50 letters of approximately 500 words on "Where I Should Like to Go on My Vacation This Year—and Why." The first five prizes are \$100, \$75, \$50, \$30, and \$20. There are also 45 prizes of \$5 each. The contest is open to all persons professionally identified with schools and colleges, also to seniors in teacher-training institutions—except that winners of prizes larger than \$10 in previous Travel Contests of *The Instructor* are not eligible. Closing date is June 10, 1940. For full details, write W. D. Conklin, travel editor of the magazine.

Greystone Press, 40 E. 49th St., New York, is offering \$1,000 plus the usual royalties for the best novel submitted. Contest is open to any librarian or library employee, bookseller or bookseller's clerk, publisher or publisher's employee, or anyone connected with an established literary agency, wholesale book distributor, or other book trade business. Minimum length is 70,000 words. All manuscripts submitted in the competition must be offered to the Greystone Press for publication on terms to be arranged between the author and the publisher. Protection will be given agents. Manuscripts must be plainly marked "Greystone Bookman's Prize," and be submitted prior to June 15, 1940.

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## THE A. & J. MARKET PLACE

(Personals)

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## Q. and A. Department

For personal reply, accompany your inquiry with a self-addressed, stamped envelope. This department does not criticize manuscripts. Questions and replies below have been condensed.

Horace V. F. Taylor, Boston, asking a number of questions concerning submission practice, is answered by A. & J.'s New York Reporter.

"If a manuscript is rejected by one editor of a large publishing house, as Street & Smith, is it wise to send it to another magazine of the same chain?"

In the case of Street & Smith, the answer is, "Yes, sometimes." For example, John L. Nanovic edits *Shadow*, *Avenger*, *Clues*, *Mystery*. Stories he rejects may be submitted to S. & S. magazines with different editors. The same condition exists with Popular Publications books. One submission to McFadden chain is enough, except for the slicks, each of which is a separate unit. One submission is enough for Standard Magazines, Newsstand, Magazine Publishers and Blue Ribbon.

Best policy for the writer is to learn the names of editors, address manuscripts to individuals; then there is no danger of duplication. That is the practice of New York agents. They think first in terms of the editor, then the magazine, then the group.

"If a manuscript seems particularly suitable for a certain magazine, but is rejected, is it right to submit again at a later date? If so, should the title be changed? Should character names be changed? Should author tell editor the manuscript is a revised version? How soon should the story be resubmitted?"

Unless editor has made suggestions and invited return, it is usually bad policy to resubmit. Whenever this is done, the editor should be informed, and a reasonable explanation made; otherwise he may feel the writer is careless, rude, or, the editor's recollection being vague, is offering him an already published story. Such devices as changing title and names of characters are futile.

"When a writer has several stories for the same magazine, is it better to submit them all together, or at intervals? How often?"

Usually the best practice is to submit individual manuscripts, spaced at least a week apart. Circumstances can easily make it desirable to widen the gap to weeks or even months.

"Different short-story instructors have recommended various page-lengths for manuscripts. Is editorial preference for 24 lines, 26 lines, or what? What is best margin style?"

Popular length is 250-300 words per page; 25 lines. Inch margin on left, possibly a trifle less on right, is about right.

### THE QUESTION MAN.

□ □ □ □

A manuscript written for a pulp market makes a slick, and the elated writer sets out to repeat—only to find himself soon in jittery confusion. Bob Bellem, who has a whole family of pen-names, tells what the afflicted writer should do in, "Cure For Mike-Fright," in the July *AUTHOR & JOURNALIST*.

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